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**Multidisciplinary Conference on Sustainable Development**  
**Section: Management of Sustainable Rural Development**

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**UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMIȘOARA**

# **BOOK OF ABSTRACT**

**Multidisciplinary Conference on Sustainable Development,**  
**30 - 31 May 2024**  
**Section: Management of Sustainable Rural Development**



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**TIMISOARA,**  
**2024**

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*Multidisciplinary Conference on Sustainable Development*  
*Section: Management of Sustainable Rural Development*

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**Editor: Prof. Tabita Cornelia ADAMOV, PhD, ULST, „King Mihai I” from Timisoara, Romania**

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## **1. Aspects Regarding the Implications of Entrepreneurship in the Development of the National Economy**

**Tabita ADAMOV<sup>1</sup>, Tiberiu IANCU<sup>1\*</sup>, Elena PEȚ<sup>1</sup>, Luminița PÎRVULESCU<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1</sup>, Gabriela POPESCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: tiberuiiancu@usvt.ro*

**Abstract.** Entrepreneurship plays a crucial role in the development of the national economy, stimulating innovation, creating jobs and contributing to economic growth. The development of entrepreneurial activity is of major importance in boosting the national economy, offering numerous benefits, from job creation and stimulating innovation to promoting regional development and business internationalization. Government policies to support entrepreneurship can amplify these positive effects, contributing to sustainable economic growth.

This paper is intended to be a current radiography of the Romanian SME sector, offering comparisons at European level. In this regard were used official statistics at national level, as well as Eurostat statistics or benchmarks from other international and national analyze.

Romania is an Emerging Innovator with performance at 32.6% of the EU average. Performance is below the average of the Emerging Innovators (50.0%). Performance is just increasing (0.2%-points) at a rate lower than that of the EU (9.9%-points). The country's performance gap to the EU is becoming larger.

In the future additional efforts will be need to create and retrain the population give the demographic trends and the impact of the labour market of the green and digital transitions.

**Keywords:** entrepreneurship, national economy, EU, SME sector.

## **2. The Implications of the Development of Tourist Activities in the Rural Space on the Quality of Life of the Inhabitants**

**Tabita ADAMOV<sup>1</sup>, Ramona CIOLAC<sup>1\*</sup>, Camelia MANESCU<sup>1</sup>, Adelina VENIG<sup>2</sup>,  
Dragoş CHENDE<sup>1</sup>, Marius GORDAN<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

*\* Corresponding author: ramonamarianaciolac@usvt.ro*

**Abstract.** The development of tourism activities in the rural area has multiple implications on the quality of life of the inhabitants of these communities, influencing both the economic and the social and cultural aspects. To maximize the benefits of rural tourism on the quality of life, it is essential that its development is planned and managed strategically, with the involvement of local communities and with a focus on sustainability and conservation. This balance supports the idea that tourism serves as an engine of rural development, improving the lives of residents without compromising values, culture or the natural environment.

This paper has aim to highlight the role that tourism activity has in the economic development of rural areas. Being an activity that combines very well the capitalization of agricultural production with the enhancement of the natural and anthropic tourist heritage of the Romanian state, agrotourism is a real alternative source of income for the inhabitants of these areas. The documentation for conducting this study is based on important bibliographic sources in the field and the existing statistical information on this activity.

The development of rural tourism is imposed in rural areas, both economically and socially.

**Keywords:** rural area, tourism, economic and social development.

### **3. Data on the Milk Production of the Tsigai Sheep Breed (Review)**

**Daniel ANTAL<sup>1</sup>, Barbara KUDLACSEK<sup>1</sup>, Sandor GESZTI<sup>1</sup>, Karoly BODNAR<sup>1\*</sup>**

*<sup>1</sup>Hungarian University of Agriculture and Life Sciences, Szarvas, Hungary*

*\* Corresponding author: bodnar.karoly.lajos@uni-mate.hu*

**Abstract.** In Central-Eastern Europe and the Balkans, the Tsigai sheep breed, whose products (wool, lamb, milk) deserve special attention, is sheep's milk. As a precursor to research, the milk production of the Tsigai breed, the quality of the milk and the factors affecting it were reviewed. In addition to the Hungarian aspects, the European outlook was also the aim of the work.

**Keywords:** sheep, milk production, Tsigai, Hungarian, EU.

#### **4. Stakeholders' Involvement in School Management and its Impact on Students' Achievements: the Case of Arab Schools in Israel**

**Rawia ASHQAR<sup>1</sup>, Loureen HADDAD<sup>1</sup>**

<sup>1</sup>*West University of Timisoara, Romania*

*\* Corresponding author: rawiashqar@email.com*

**Abstract.** Enhancing the role of external (parents and municipality officials) and internal stakeholders (teachers) in school management has been a reform theme since the early 1990s. This research proposal introduces the subject of stakeholders' involvement in school management and its direct and indirect impact on students' achievements in Arab schools in Israel. The study raises the following questions: Does a principal's openness to parents' involvement affect students' achievements? And how does democratic participation and shared school leadership system impact students' achievements? The study conducts research within Arab elementary schools and examines how parents and municipal official involvement as external stakeholders affect students' achievements. The literature shows that principals with more diffused leadership who create an atmosphere of teamwork and more open to societal involvement and therefore are more likely to achieve better results in terms of student achievements. Also, the literature assumes that teachers' acceptance of more parent involvement are positively associated with better student achievement.

**Keywords:** municipality officials, school management, student achievement, Arab School.

## **5. Diets of Romanians and Populations from Neighboring Countries Compared to the EAT-Lancet Diet**

**Ioana Mihaela BĂLAN<sup>1</sup>, Teodor Ioan TRASCA<sup>3</sup>, Remus GHERMAN<sup>1,\*</sup>, Monica OCNEAN<sup>1</sup>,  
Adrian-Gheroghe FIRU-NEGOESCU<sup>1</sup>, Camelia TULCAN<sup>2</sup>, Maria Roberta TRIPON<sup>2</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences „King Mihai I” from Timisoara, Faculty of Engineering and Applied Technologies,  
Romania*

<sup>3</sup>*University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania*

\* *Corresponding author: remusgherman@usvt.ro*

**Abstract.** In light of the global challenges related to food security, environmental sustainability and public health, the article aims to explore and compare the eating habits of Romanians and the populations of neighboring countries with the principles promoted by the EAT-Lancet diet. The EAT-Lancet diet was developed as a dual beneficial 'planet-diet', designed to provide optimal nutrition for humans while minimizing environmental impact and ensuring the sustainability of food resources for future generations. Through comparative analysis, the article seeks to identify significant similarities and differences in food consumption, highlighting potential health and environmental benefits, as well as challenges and barriers to adopting a sustainable diet. It is highlighted, in particular, that of all the analyzed populations, Romanians deviate most significantly from the recommendations of the EAT-Lancet diet, thus underlining the urgent need to re-evaluate and adjust Romanian eating habits towards more sustainable and healthy models.

**Keywords:** Romanians' diet, Hungarians' diet, Serbians' diet, Bulgarians' diet, Ukrainian' diet, Moldavians' diet, EAT-Lancet diet.

## **6. How Many Lives for Our Meal? Exploring Dynamics of Animal Slaughtering for Food**

**Ioana Mihaela BĂLAN<sup>1</sup>, Teodor Ioan TRASCA<sup>3</sup>, Remus GHERMAN<sup>1\*</sup>, Monica OCNEAN<sup>1</sup>,  
Adrian-Gheroghe FIRU-NEGOESCU<sup>1</sup>, Camelia TULCAN<sup>2</sup> Maria Roberta TRIPON<sup>2</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences „King Mihai I” from Timisoara, Faculty of Engineering and Applied Technologies,  
Romania*

<sup>3</sup>*University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania*

*\* Corresponding author: remusgherman@usvt.ro*

**Abstract.** Global meat consumption is reaching impressive levels, with an annual production of 360 million tons. This figure is so large that it is difficult to fully understand. One way to make these numbers easier to understand is to convert them from meat weight to the actual number of animals slaughtered, moving from annual totals to daily numbers. Every day, about 900,000 cows are slaughtered. Regarding chickens, the daily number is even higher – 202 million chickens are slaughtered every day, which is 140,000 chickens per minute. As for fish, the number of fish captured daily is fraught with uncertainty, but it is clear that the numbers are huge, certainly reaching hundreds of millions each day. If people consider the suffering caused by killing these animals and attach ethical importance to that suffering, even to a small degree, the moral impact of this reality is immense.

**Keywords:** slaughter, capture, animal suffering, food ethics, impact on the environment.

**7. Rural Tourism and Agritourism, New Elements of the Development of the Rural Economy in Vaideeni Commune, Vâlcea County**

**Achim Daniel BĂLUȚĂ<sup>1</sup>, Rareș IAGĂRU<sup>2</sup>, Vasile ANDREI<sup>1</sup>**

*<sup>1</sup> University of Agricultural Sciences and Veterinary Medicine Bucharest, Bucharest, Romania*

*\* Corresponding author: : raresiagaru@gmail.com*

**Abstract.** The location of the locality in a depression below the foot of the Căpățâna Mountains, with a climate corresponding to the altitude of 567 m, the traditions and the hospitality of the inhabitants are elements that make Vaideeni commune, Vâlcea county an attractive area for consumers of rural tourism and motivated the acquisition of locality status touristic. The paper presents the particularities of the development of rural tourism and agrotourism in relation to the territorial specificity and the elements that give identity to this area.

**Keywords:** attractiveness, specificity, tourism.

## **8. The Current State and Forecast of Utilities in the Western Region of Romania**

**Adrian BĂNEȘ<sup>1</sup>, Miroslav RAICOV<sup>1\*</sup>, Andrea FEHER<sup>1,2</sup>, Cosmin SĂLĂȘAN<sup>1,2</sup>,  
Nicoleta MATEOC-SÎRB<sup>1,2</sup>**

<sup>1</sup>*Romanian Academy – Timisoara Branch, 24 Mihai Viteazu Blv., Timisoara, Romania*

<sup>2</sup>*University of Life Sciences “King Mihai I” from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: miroslav.raicov@academiatm.ro*

**Abstract:** The work carries out a study on the current situation of utilities (mainly tap water and sewage) in rural towns in the western region of Romania. If urban localities have all these utilities, in rural areas, the situation differs from one county to another. Based on the existing data and the growth of the last 15 years, we made a forecast to see how long it will take the entire rural area to reach the level of urban endowment, respectively 100%. According to the processed data, Timis and Caraș-Severin counties are the first, followed by Hunedoara and Arad, in the last case, over 13 (for water distribution network), respectively 22 years (for sewage) being needed.

The research carried out is based on statistical data taken from Eurostat and from the website of the National Institute of Statistics, as well as from other bibliographic sources. Based on the collected data, the annual growth averages were determined, which allowed making forecasts for each collected set (indoor flushing toilet, indoor bath or shower water distribution network and public sewage).

**Keywords:** utilities, forecast, Romania, western region

## **9. The Irrigated Area of Romania, how it Evolved and what Capabilities Exist for the Future**

**Adrian BĂNEȘ<sup>1</sup>, Miroslov RAICOV<sup>1\*</sup>, Andrea FEHER<sup>1,2</sup>, Cosmin SĂLĂȘAN<sup>1,2</sup>,  
Manuela-Dora ORBOI<sup>2</sup>**

<sup>1</sup>*Romanian Academy – Timisoara Branch, 24 Mihai Viteazu Blv., Timisoara, Romania*

<sup>2</sup>*University of Life Sciences “King Mihai I” from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: tibru\_ioan@yahoo.com, i\_petroman@yahoo.com*

**Abstract.** Romania has a wide variety of water resources, but these have a very high variability during the year, depending on the rainfall and provide a relatively low flow. The most important water resource for irrigation is the Danube River, the other inland rivers, summed up, barely rising to its level. Even if after 1989 Romania's irrigated area has steadily decreased, we have remained ahead of other countries in the region (such as Bulgaria, Serbia and Hungary). However, according to the scenarios presented in the paper, we still need at least 10 years to catch up with countries like France.

In this work, various data related to the irrigated land area from several European countries, including Romania, were retrieved, sorted and studied. Based on these data, were determined regression functions as close to reality as possible and then were made forecasts, in order to see the time interval required for Romania to reach a level of irrigated land comparable to that of developed countries.

In order to solve the problems for this sector, respectively for the expansion or rehabilitation of the irrigation infrastructure, a strategy for combining agricultural land is necessary, because there are no effective drip irrigation systems on 50 or 100 hectares. Also, in Romania there is a structural problem, because, in many places, the water is pushed from the valley to the hill in order to create mini-accumulation areas and which are only sustainable for the first two stages, not for five, six, seven pumping stages, as many as are provided. In addition, a short-term irrigation subsidy could help farmers accumulate capital, with which they can then build their own irrigation systems.

**Keywords:** irrigated area, agricultural land, evolution, future capabilities.

**10. Directions for Capitalization the Resources from Arad Rural Area  
Through Rural Tourism – Proposals**

**Maria BALINT<sup>1\*</sup>**

<sup>1</sup> "Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad,  
Romania

*\* Corresponding author: balintmariamihela@gmail.com*

**Abstract.** The development through tourism of Arad rural area, and implicitly the capitalization of local resources through this type of entrepreneurship, requires an action plan, with a certain sequence of stages and actions and with a certain period of achievement in time. The purpose of this article is to analyze the main factors which influence rural tourism activity and to propose some development directions. The purpose of this research is to identify the necessary directions to capitalize on the resources from rural area of Arad, and for its implementation, the qualitative research method was applied. A possibility of capitalizing local resources through tourist activities would be the creation of a weekend product involving the inclusion of local values in this product. The proposed tourist product implies an emphasis on what the rural world means, meaning those original elements that give uniqueness to the Arad rural environment

**Keywords:** rural area, resources, capitalization, rural tourism.

## **11. Rural Tourism Entrepreneurship in Arad's Villages-Proposals**

**Maria BALINT<sup>1\*</sup>, Sabin CHIȘ<sup>1</sup>, Dumitru CONDRAT<sup>1</sup>, Ionel POPESCU-MITROI<sup>1</sup>, Claudia MUREȘAN<sup>1</sup>, Sergiu PALCU<sup>1</sup>**

<sup>1</sup> "Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad, Romania

*\* Corresponding author: balintmariamihela@gmail.com*

**Abstract.** One of the current trends is the focus on the rural world, from various points of view. There are many examples of successful rural entrepreneurship, from tourism, providing conditions for sports and recreation or for training to small trade activities. The purpose of this research is to: analyze the development potential in rural areas of the territory of Arad County; exemplifies entrepreneurship in Arad rural area through tourism; propose a management plan. In carrying out the scientific approach, undertaken during the present research, the qualitative study was used, following several stages: identification of the research topic, collection of information from the field, their analysis and issuing of specific conclusions.

The implementation of these aspects will bring a series of beneficial objectives: Ease in carrying out activities starting from the premise of knowing the existing structures; the increase in the standard of living as a result of the establishment of the tourist village; improving professional training.

**Keywords:** rural area, entrepreneurship, village.

## **12. The Impact of The Fiscalization Process on Businesses In Albania**

**Selma BINJAKU<sup>1\*</sup>, Shkëlqim FORTUZI<sup>1</sup>**

*<sup>1</sup>“Aleksander Moisiu” University, Faculty of Business, Dures, Albania*

*\* Corresponding author: sbinjaku@ubt.edu.al*

**Abstract.** This study aims to analyze the impact of the fiscalization process on businesses in Albania. The fiscalization process is crucial in combating informality and corruption in the market, but it has brought along challenges and expenses for businesses in Albania.

Through a comprehensive analysis of fiscalization cases in Albania, this study aims to identify the impact of the fiscalization process on various businesses in the country. In this study I will use interviews with businesses, analyze financial reports, and compare data before and after the implementation of the fiscalization system.

The research will focus on several key elements, such as the impact of the fiscalization system on the financial management of businesses, its influence on relationships with customers and suppliers, its impact on revenue growth, as well as the challenges and difficulties in using the fiscalization system.

Through this study, efforts will be made to identify elements that contribute to improving the fiscalization system in Albania, including identifying challenges and difficulties in the implementation process of this system. The results of this study may help improve tax policies and regulations in Albania and increase business confidence in the market.

**Keywords:** fiscalization, businesses, implementation, informality, transparency, trustworthiness.

### **13. Financing the Common Agricultural Policy**

**Cristina BÎLDAN<sup>1</sup>, Alina HAGIU<sup>1\*</sup>, Marinela BĂRBULESCU<sup>1</sup>**

*<sup>1</sup>National University of Science and Technology Politehnica Bucharest, Pitești University Center, Faculty of Economics and Law, Pitești, Romania*

*\* Corresponding author: mariana\_alina.hagiu@upb.ro*

**Abstract.** After the implementation of the Treaty of Rome, Member States' agricultural policy has given way to intervention mechanisms at Community level. The essential principles of the Common Agricultural Policy (CAP) have remained intact since the signing of the Treaty of Rome, with the exception of adjustments to the decision-making rules. The Lisbon Treaty enshrined co-decision as the "ordinary legislative procedure" under the CAP, replacing the previous consultation procedure. In this paper we aim to give a brief overview of the framework of the Common Agricultural Policy, its objectives and instruments, with a focus on its application in Romania. In this paper we used mostly qualitative methods. We analyzed the literature in the area of the common agricultural policy, using mainly the information from Eurostat statistical base, European Commission and Romanian Ministry of Agriculture and Rural Development. We also used data from the National Institute of Statistics. Our aim was to emphasize the importance of the Political Agricultural Policy in the development of the agriculture area in Europe and in Romania in a context in which climate change, pollution, poverty, safe food and health, biodiversity, green environment and maintaining the prosperity of the rural areas became issues of increase interest among the specialists.

**Keywords:** Common Agricultural Policy, economic growth, innovation, agriculture.

## **14. The Role of Education on Economic Growth and Competitiveness in Romania**

**Cristina BÎLDAN<sup>1</sup>, Alina HAGIU<sup>1\*</sup>, Marinela BĂRBULESCU<sup>1</sup>**

*<sup>1</sup>National University of Science and Technology Politehnica Bucharest, Pitești University Center, Faculty of Economics and Law, Pitești, Romania*

*\* Corresponding author: mariana\_alina.hagiu@upb.ro*

**Abstract.** The causal link that is created between the fields of science, education and economic development appears to be a seemingly straightforward subject, as the continuous accumulation of knowledge, skills and abilities is one of the fundamental pillars of a nation's long-term prosperity. In the European context, the significance of educational issues seems to take precedence over any other policy initiative dedicated to development, and in Romania the attention paid to education and research reflects this direction. This paper focuses on the idea that education contributes in subtle but essential ways to promoting competitiveness and socio-economic development. Understanding the complexity of the interdependencies that arise in the wider economic context, particularly in relation to demographics, is key to developing effective science and education policies tailored to specific development needs.

**Keywords:** competitiveness, economic growth, education, human capital, controversy.

## **15. The Romanian Agrifood Sector – Between Sustainable Development and Environmental Rigors**

**Sorinel Ionel BUCUR<sup>1</sup>**

<sup>1</sup>*Institute of Agricultural Economics – INCE, Romanian Academy, Bucharest Romania*

*\* Corresponding author: bucursorinelionel@yahoo.com*

**Abstract.** In the context of globalization trends, the expansion of markets, as well as the increase in competition, the Romanian agri-food sector is facing with major challenges. First of all, the actual international context, marked by armed conflicts, brings into question the ability of the Romanian agri-food sector to deal with massive imports of products at much lower prices than domestic ones. Secondly, the limited domestic resources require a use and combination in such a way as to ensure the sustainable development of the sector. To these two challenges is added another one related to complying with the environmental rigors/requirements imposed in the European and international area, respectively to reduce greenhouse gas emissions and achieve climate neutrality by 2050. Based on these considerations, the present approach aims to analyze these challenges from the perspective of the sustainability of the agri-food sector.

In the context of the above, we believe that through the implementation by the decision-makers of the measures provided in various programmatic documents, correlated with the allocation of an adequate budget, the reduction of emissions can be intensified. However, other types of measures should not be overlooked, such as orienting consumption towards organic products and reducing meat consumption; digitalization in the food field through rapid interventions in the early stages of the production process; protein diversification that can play an important role in reducing the demand for animal products.

**Keywords:** sustainability, agri-food sector, climate changes, resources.

## **16. The Correlation Between Almajului Valley Water Mills and Tourism Development**

**Nicoleta BUSA<sup>1\*</sup>, Iuliana Ioana MERCE<sup>2</sup>, Oana Diana CURTEANU (CRÎȘMARIU)<sup>1</sup>,  
Virgil NICULA<sup>3</sup>, Casandra-Mariana MĂNICA<sup>1</sup>**

<sup>1</sup>*Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Romania*

<sup>3</sup>*The Lucian Blaga University of Sibiu, Romania*

*\* Corresponding author: busa.nico@gmail.com*

**Abstract.** Valea Almajului started to be known as a tourist destination due to the water mills from Rudaria. Although the entire area is studded with water mills, only Rudaria managed to become a nationally known destination. The purpose of this article is to identify the correlations between the existence of water mills, tourism promotion, and the development of HoReCa businesses in the area. In the article the authors used the method of documentary analysis, structuring the information obtained from the bibliography at the end of the paper. Following the research, it was confirmed that the tourist development of the Valea Almajului area depends on the existence of water mills correlated with tourism promotion.

In Eftimie Murgu (Rudaria), the growth of tourism is intricately linked to the presence and active promotion of water mills. Simply having water mills in the area is insufficient for driving profitable businesses, particularly in the hospitality and catering (Horeca) sector, without concerted efforts in both online and offline promotion. The synergy between the historical charm of water mills and effective promotional strategies is essential for attracting visitors and creating sustainable tourism ventures in the region.

**Keywords:** tourism, development, Valea Almajului, water mills.

## **177** Tourism Development of Caras-Severin County in the Period 2019-2023

**Nicoleta BUSA<sup>1\*</sup>, Iuliana Ioana MERCE<sup>2</sup>, Oana Diana CURTEANU (CRÎȘMARIU)<sup>1</sup>,  
Virgil NICULA<sup>3</sup>, Casandra-Mariana MĂNICA<sup>1</sup>**

<sup>1</sup>*Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Romania*

<sup>3</sup>*The Lucian Blaga University of Sibiu, Romania*

*\* Corresponding author: busa.nico@gmail.com*

**Abstract.** The increased interest of tourists in Banatul Montan had an impact on the tourism development of Caras-Severin county. The large number of tourists coming to the area has determined the increase in accommodation places, which implicitly impacts the number and diversity of accommodation units. The purpose of the article is to analyse how the tourism development of Caras-Severin county has evolved in the last 5 years per locality. In the article, I used the documentary analysis method, structuring the information I obtained from the bibliography at the end of the paper. The result of the research confirms the touristic and economic potential of the Caras-Severin county by maximising the existing cultural and natural heritage.

In the article, the authors employed the documentary analysis method, systematically organizing and analyzing information sourced from the bibliography appended at the conclusion of the paper. This methodological approach facilitated a comprehensive examination of pertinent literature, enriching the study's theoretical framework and enhancing the depth of analysis.

**Keywords:** tourism, development, Caras-Severin, Banatul Montan.

## **18. Legal Aspects Regarding Organic Agriculture**

**Ioana Camelia CHEBELEU<sup>1</sup>, Mircea CHEBELEU<sup>1\*</sup>, Ramona Vasilica BACTER<sup>1</sup>,  
Alina Maria GHERDAN<sup>1</sup>**

*<sup>1</sup>University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

*\* Corresponding author: chebelemircea@yahoo.co.uk*

**Abstract.** Ecological agriculture is an agricultural method that aims to produce food by using natural substances and processes. The legal rules governing organic farming provide for and encourage a high standard of animal welfare and require farmers to respond to their specific behavioral needs. The legal regulations regarding organic agriculture aim to provide a clear structure for the production of organic products across the entire territory of the European Union. They are designed to respond to consumers demand for organic products they can trust and, at the same time, to ensure a fair market for producers, distributors, and retailers.

The materials used to write this work consist of normative acts and web pages. The methods used are legal, namely the formal method, the comparative method, the logical method and the analytical method. The use of these methods had the role of carrying out a systematic analysis of the information from the sources studied to elaborate the points of view, the results of the research carried out and the conclusions.

The legislation in the field of organic agriculture regulates a sector that is in full development and growth, both due to the establishment of clear and stable rules, which, of course, as this field evolves upward, can or will be improved, as well as the trust that consumers have begun to have in organic products. These clear and stable rules allow organic producers to compete openly and fairly.

**Keywords:** legal regulations, organic agriculture, organic products.

**19. Research on the Sustainable Development of the Community  
Sasca Montana, Caras-Severin County, Through Agrotourism**

**Dragoş-Ciprian CHENDE<sup>1</sup>, Tiberiu IANCU<sup>1</sup>, Tabita Cornelia ADAMOV<sup>1\*</sup>,  
Mariana Ramona CIOLAC<sup>1</sup>, Ioana Anda MILIN<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: tabitaadamov@usvt.ro*

**Abstract.** The most valuable tourist offers of the Banat mountain, in general, of Caras Severin County is nature. The desire to spend as much free time as possible in nature, associated with the promotion of the ethno-folkloric culture of the upland areas, allowed the development of rural tourism in these areas, especially agritourism. Mining town, where, over the years, as in many places in the country, the mining activity was interrupted, Sasca Montana faced, in the last decades, a high degree of migration of the local population to other towns, in search of a job. Those who remained tried to orient themselves towards other sectors, exploiting the natural potential of the area and developing a series of activities in the field of tourism.

This study was carried out with the aim of identifying the implications of the development of agritourism activities on the rural communities of Sasca Montana commune. The basis of the study was the processing of statistical data obtained from various approved institutions in the field: the Statistical Yearbook, the Local Development Strategy of the Municipality of Sasca Montana, in the period 2021-2027, the Strategy for the integrated development of tourism in the Caras-Severin - Vrsac - Area of South Banat, Strategic Tourism Development Program at the Level of the Area Formed by Timis, Caras-Severin and Mehedinti Counties, Sustainable Development Strategy of Caras-Severin County 2022-2027 and so on.

Sasca Montana, a mountain village from Banat, with a tourist vocation, can be constituted as a unique tourist product equally for the national and the European market. The promotion of this area, as a rural tourist destination, at an international level, will make Romania known, will increase interest in this area and, why not, will even generate business opportunities.

**Keywords:** agritourism, rural development, rural communities, Sasca Montana.

**20. Preliminary Study Regarding dr 30 Young Farmers Installation.  
Strategic Plan CAP 2023-2027 Romania**

**Aurelia Ioana CHEREJI<sup>1\*</sup>, Irina Adriana CHIURCIU<sup>2</sup>, Ioan jr. CHEREJI<sup>1</sup>, Cristina  
Maria MAERESCU<sup>1</sup>, Daniela ȚUȚUI<sup>3</sup>**

<sup>1</sup>*University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

<sup>2</sup>*University of Agronomic Sciences and Veterinary Medicine Bucharest, Faculty of Management and Rural  
Development, Bucharest, Romania*

<sup>3</sup>*The Bucharest University of Economic Studies, Bucharest, Romania*

*\* Corresponding author: aurelia.chereji@uoradea.ro*

**Abstract.** The Strategic Plan CAP 2023-2027, Pillar II - Rural Development, supports the installation of young farmers in the current programming period (the third period after Romania's joining the EU). This support is imposed by the need to continue the renew of the generations of farmers. It represents a strategic element, especially in the context of the labor shortage and the aging of the population involved in the agricultural sector. The paper carries out a preliminary analysis of the interest of potential beneficiaries at the national level of the support of young farmers in order to set up for the first time as farmers, as a result of the first project submission session for the DR 30 Intervention, an interest that materialized in 3,761 funding applications registered online (national component). These funding requests cover 150% of the funds allocated for the first project submission session.

For the present paper we have used the desk review method of reviewing the specialty literature, taking into account that it is the third financial year through which Romania benefits from funds for the installation of young farmers and considering the demographic problems faced by the rural areas. This support has been carefully analyzed precisely to highlight the importance and its necessity, so there are works that analyze the request for this type of support as well as the implementation of this type of.

**Keywords:** SP CAP 2023-2027, rural development, young farmers, support.

**21. Authentic Rural Tourism, Engine of Rural Development in Prahova County. Case Study: Măgureni Village**

**Irina-Adriana CHIURCIU<sup>1\*</sup>, Elena SOARE<sup>1</sup>, Carina DOBRE<sup>1</sup>**

*<sup>1</sup>University of Agronomic Sciences and Veterinary Medicine Bucharest, Faculty of Management and Rural Development, Bucharest, Romania*

*\* Corresponding author: [chiurciu.irina@managusamv.ro](mailto:chiurciu.irina@managusamv.ro)*

**Abstract.** The article explores the development of key tourism economic indicators from 2018 to 2022 in one of the seven counties in the South Muntenia Development Region, Prahova County. The authors analyzed various indicators, including existing tourist accommodation capacity, the net use index of tourist accommodation capacity, number of tourist reception structures, tourist arrivals, and overnight stays in tourist reception structures. Prahova County, noted for its high urbanization, diverse activities, and industrialization, also features varied landscapes and an exceptional natural setting with numerous tourist attractions appealing to both Romanian and international visitors. During the analyzed period, tourism performance exhibited a slight upward trend, driven by the county's rich resources and accommodation infrastructure. The case study presented in the article demonstrates how authentic guesthouses can play a role in revitalizing rural areas.

By stimulating the local economy, promoting culture and traditions and supporting sustainable development, agritourism guesthouses play an essential role in the development of rural areas. They can transform local communities, improving the quality of life for residents and creating a valuable urban-rural link.

**Keywords:** authentic rural tourism, Măgureni village, Prahova County, rural development, agritourism guesthouses.

## **22. Representative Resources from Maramures. Visibility Analysis and Future Proposals**

**Ramona CIOLAC<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: ramonablaga2005@yahoo.com*

**Abstract.** The sustainability of rural tourism in Maramures area is primarily dependent on the attractive potential. Why is this region considered unique and those who have been there want to return? Because the villages of Maramures Country illustrate in an attractive way their evolution over time and the passage through the changes that have occurred. The presence of wooden constructions is characteristic, with an unmistakable architecture, in the form of gates, churches, houses and other household annexes. Then the way of life remained authentic, the locals illustrating daily the specific this particular aspect, which made unmistakable this area. The research carried out in the framework of this scientific approach aimed to analyze the opinions of tourists for resources with specific rural characteristics, or which somewhat mirror the life in the Maramures rural area, respectively: Breb village, Sighet Village Museum, the Merry Cemetery, Mocanita road through the Vaser Valley. The finality of the performed analysis allows the possibility and at the same time the necessity of issuing future proposals.

Maramures is representative in terms of tourist activity, an aspect confirmed by the multitude of comments left by tourists, especially foreign ones, on the various tourism-specific websites (Booking, Tripadvisor). Due to the ancestral way of life and still completely unaltered by the specifics of modern life, Maramures allows the tourist a "return in time to simplicity", an asset sought by those settled in large urban agglomerations.

**Keywords:** resources, Maramures rural area, visibility, analysis.

**23. Study Regarding the Interest for Bihor County Agritourism Areas-  
Analysis and Proposals**

**Ramona CIOLAC<sup>1</sup>, Tiberiu IANCU<sup>1</sup>, Gabriela POPESCU<sup>1</sup>, Tabita ADAMOV<sup>1\*</sup>,  
Luminița PÎRVULESCU<sup>1</sup>, Diana MARIN<sup>1</sup>, Adrian FIRU-NEGOESCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: tabitaadamov@usvt.ro*

**Abstract.** The interest in supporting a "smart" development of the rural environment is increasingly in vogue in last years, and where this interest is folded over a vast potential, the success can be translated into sustainability. The use of agritourism activity in order to ensure the development and increase the visibility of the rural environment can generate the co-interest of the locals in agritourism activity direction. At the level of Bihor County, there are numerous areas with agritourism potential, during this scientific approach three areas were analyzed: Cărpinet, Budureasa and Chișcău. The purpose of the research carried out is to identify the potential for agritourism activities, starting from the interest of tourists for each of the three areas studied, Carpinet, Budureasa and Chiscau, and based on the information obtained to come up with certain development proposals.

**Keywords:** agritourism, Bihor rural area, tourist interes, development proposals.

## **24. Importance of Pasture Floral Composition in Sheep Raising**

**Bianca CSIZMADIA<sup>1</sup>, Daniela VĂLUȘESCU<sup>2</sup>, Maria SAUER<sup>2</sup>,  
Ioan PETROMAN<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>, Cornelia PETROMAN<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: c\_petroman@yahoo.com*

**Abstract.** This paper focuses on the importance of pasture floral composition in sheep raising. It presents the main factors to consider in pasture management: climate, floral composition, soil, terrain, and water supply. The floral composition of pastures has been one of the sheep feeding-related topics: biodiversity, floral composition of pastures, grazing systems, pastoral systems, pastoralism and conflict, pasture quality, and transhumance. The paper presents, in detail, the main types of pasture and hay forage crops for sheep (alternative/annual forages, cool season grasses, forbs/phorbs, legumes, and warm season grasses) currently found on Romanian pastures, and recommends a few mixtures of pasture and hay forage crops for sheep. The material consists in publications on the importance of pasture floral composition in sheep raising, with focus on the main pasture management factors and on the most common types of pasture and hay forage crops for sheep.

The research method, bibliographical, aimed at presenting, in a rigorous way, the main pasture management factors, the main sheep feeding-related topics, the main types of pasture and hay forage crops for sheep found in Romania, and a few mixtures of pasture and hay forage crops for sheep.

**Keywords:** pasture, alternative/annual forages, cool season grasses, forbs/phorbs, legumes, and warm season grasses.

## **25. Integrated Management in Sheep Production**

**Bianca CSIZMADIA<sup>1</sup>, Ana-Gina ARMAȘ<sup>2</sup>, Ioan ȚIBRU<sup>2</sup>, Ioan PETROMAN<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>, Cornelia PETROMAN<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: c\_petroman@yahoo.com*

**Abstract.** This paper presents the seven systems of an Integrated Management System (IMS) – “Quality Management System (QMS),” “Environmental Management System (EnvMS),” “Safety Management System (SMS),” “Energy Management System (EneMS),” “Food Safety Management System (FSMS),” “Compliance Management System (CMS),” “Information Security Management System (ISMS)” and investigates how it is implemented in sheep production aiming at intensifying production in this important sector of agriculture. The material used in this study consists in books and articles on seven components of an integrated management system in sheep breeding. The bibliographic research method used is aimed at showing the measure in which these seven components of an integrated management system are at work in sheep breeding – animal feeding, breeding practice, embryo production, emissions from sheep, food safety, herd management, sheep breeding, sheep production, sheep reproduction, etc.

**Keywords:** Integrated Management System, sheep production, implementation, intensification.

## **26. Consumer Satisfaction Study of Public Food Services**

**Simona Cristina CONSTANTINESCU<sup>1\*</sup>, Manuela-Dora ORBOI<sup>1</sup>,  
Carmen Simona DUMITRESCU<sup>1</sup>, Alexandru IVANIC<sup>2</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences „King Mihai I” from Timisoara, Faculty of Food Engineering, Timisoara, Romania*

*\* Corresponding author: simona\_constantinescu@usvt.ro*

**Abstract.** Quality is a strategic tool of the global management of organizations because it determines, to the highest degree, the competitiveness of products, services, firms, companies on a domestic and international level. The large volume of new knowledge about the quality of products and services, the importance and implications of quality on economic and social indicators, are just some of the arguments in favor of the need for each organization to make special efforts for professionalism in the approach to quality.

In terms of food security, it is the guarantee of each individual, permanently, in any place, or time/moment of access to a sufficient and healthy diet, which allows him a satisfactory diet, for a healthy and active life.

The purpose of this study is to carry out an analysis as complete as possible on the quality of services offered by the McDonald's restaurant to its customers. In this way we want to detect any problems that may arise in the relationship with the service consumer.

The quality that is implemented in public food service units is necessary to ensure the optimal act of consumption of the quality-price ratio, by offering high quality services or goods. Food safety, the indispensable and essential factor for consumers because it refers to the risks that these consumers may go through.

**Keywords:** consumers, quality, public food services, particularities.

## **27. Quality of Accommodation and Food Services in a Rural Tourist Pension**

**Simona Cristina CONSTANTINESCU<sup>1\*</sup>, Carmen Simona DUMITRESCU<sup>1</sup>, Alexandru IVANIC<sup>2</sup>,  
Adrian FIRU-NEGOESCU<sup>1</sup>**

<sup>1</sup>*University of Agronomic Sciences and Veterinary Medicine Bucharest, Faculty of Management and Rural  
Development, Bucharest, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: imona\_constantinescu@usvt.ro*

**Abstract.** Rural tourism means a lot of work, a lot of human energy, a lot of passion and, unfortunately, less money as a result of all these efforts. Considering the listed, the component elements of the overall development of the rural station need to be carefully analyzed so that the rural space can become an integrative pole for rural economic and social activity with a touristic vocation that will be able to attract a smaller or larger part of the urban population from the bordering area or not just for spending free time in the most natural conditions specific to the existing rural area, having at the same time the comfort of civilized, modern tourism. The continuous evaluation of customer preferences, in parallel with their degree of satisfaction, is of particular importance for the rural tourism unit, helping it to maintain its competitive position on the tourist services market.

The continuous evaluation regarding the preferences of the customers, in parallel with their degree of satisfaction, is of particular importance for the accommodation unit, helping it to maintain its competitive position on the tourist services market.

The evaluation of customer satisfaction and its continuous monitoring is the essential management tool for the accommodation unit, a tool based on the analysis of information related to the set of customer relations.

For this purpose, our research has identified the extent to which customers are satisfied with the services offered to them, noting their high level of satisfaction vis-à-vis the services they have received or are receiving within the guesthouse.

**Keywords:** services, rural tourism, evaluation, customers, satisfaction.

**28. Romanians' Perception of Organic Products. A Case Study in the North West Region of Romania**

**Iulia Sorina DAN<sup>1\*</sup>, Ionel Mugurel JITEA<sup>1</sup>**

*<sup>1</sup>University of Agricultural Sciences and Veterinary Medicine, Faculty of Horticulture and Business in Rural Development, Economic Sciences Department, Calea Manastur 3-5, Cluj-Napoca, Romania*

*\* Corresponding author: iulia-sorina.dan@student.usamvcluj.ro*

**Abstract.** Over recent years, there has been a notable rise in organic food consumption at international level. However, when juxtaposed with European standards, Romania's consumption of organic products remains relatively low. To better understand this issue, the study aims to investigate the perceptions and appreciations of organic products among consumers in the North-West Region of Romania. To achieve this objective, an online survey was conducted based on a questionnaire in the second most important region of Romania from the perspective of economic development. The data were collected from 329 respondents and analyzed using descriptive statistics. The results show that approximately 79% of the respondents consume organic products. Being mostly women, young, with university studies, with 3-4 members in the household and incomes between 5001-7500 RON (slightly above the average). The findings indicated that health issues, environmental issues and taste are the main reasons to consume organic products. While the high price, lack of trust and lack of promotion are the reasons why Romanians are still too reluctant to consume organic products.

**Keywords:** consumer perception, organic products, Romania.

## **29. Food and Wine Landscapes in the Music for Theater Art to Develop Tourism and Agricultural Management**

**Adriana DE SERIO<sup>1\*</sup>, Adrian KOREK<sup>2</sup>, Donato FORENZA<sup>3</sup>**

<sup>1</sup>*Music Conservatory, Bari, Italy*

<sup>2</sup>*Faculty of Music and Theatre, West University, Timișoara, Romania*

<sup>3</sup>*University, Apulian Academy of Sciences, Bari, Italy*

*\* Corresponding author: profadeserio@gmail.com*

**Abstract.** This experiential research presents a new multi-sensory methodology for the valorization of agroforestry and landscape systems through the use of musical theatre programs to implement the integrated development of tourism and high quality wine and food production projects within an optimized agricultural management system.

Thirty students from West University Theatre Faculty, Timișoara. Musictherapist. Group-Musictherapy-Plan for Theatre Art students by use of musical compositions from different centuries and countries to facilitate the knowledge of natural/cultural attractions of food and wine landscapes that nourish the international musical literature. Weekly sessions (150') for two months. Planning/listening of musical compositions relating to specific geographical areas and performances by rhythmic-sonorous-musical instruments also made of savage/foods. Protocols. Assessment by Indices.

Projection of images and posters of landscapes related to food and wine and music. Bodily-musical production involves playing instruments, voice-canto, acting, dances, rhythmic speech and singing drills focusing on the musical pitch to improve intonation, diction and articulation.

Results. The students learned to play percussion instruments and performed a musical-theatre show acting, dancing, playing rhythmic-sonorous-musical instruments and singing musical compositions from different countries around the world inspired by landscapes of food and wine. The students said that they had learned to know and love the scenography of agricultural and food landscapes of each musical composition. The students also said they had improved kinetic-vocal and all the skills useful for acting activity and nourishment of the bodily-emotional balance.

Musical theatre activities allow knowledge of the territories and generate emotions that enrich processes of agricultural management and attract tourism and psychosocial well-being for the inhabitants of the territories. The authors underline the need for a revision of the concept of enjoyment of tourism, biodiversity and sustainability and redevelopment of agricultural management, supporting it with programs of artistic events culturally interrelated with the landscapes.

**Keywords:** agricultural management, tourism, music, theatre, landscape.

### **30. The Impact of the Local Brand in the Development of Gastronomic Tourism. Pita de Pecica**

**Anca Mihaela DICU<sup>1</sup>, Cristina Maria SANDA<sup>1</sup>, Daniela Maria DIACONESCU<sup>1</sup>,  
Marinela PETRAN<sup>1</sup>, Luminița Cornelia PÎRVULESCU<sup>2\*</sup>**

<sup>1</sup>*"Aurel Vlaicu" University from Arad, Faculty of Food Engineering, Tourism and Environmental Protection,  
Arad, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

\* *Corresponding author: luminita\_pirvulescu@usvt.ro*

**Abstract.** With an old symbolism, the brand concept currently defines aspects, models, features, communication, strategies, personality and value of a product, in the consumer's perception. An integral part of the country brand, the local brand has an essential role and can have a significant impact on the development and prosperity of the community, especially from a tourism point of view. The desire for relationships, for knowledge, as well as the cognitive motivation of travel are the basic elements of gastronomic tourism. Promoting local identity, the local brand often reflects the traditions, values and gastronomic culture of a certain region or even a community. With a history of over 50 years, Pita de Pecica is considered a local, national and international brand, being a key element in the development of gastronomic tourism in Arad County.

Following the study, it is observed that there is a need for more extensive information regarding certified Romanian products in terms of their properties and nutritional value. This approach could significantly contribute to the development of effective gastronomic tourism.

The results of this study lead to other research directions regarding the ways to promote local brands and raise public awareness about the advantages of using local brands, both at an individual level and concerning their impact on the development of tourism, particularly gastronomic tourism.

**Keywords:** local brand, gastronomic tourism, Pita de Pecica.

### **31. Career Counselling and its Role in the Development of Young People**

**Ana-Mariana DINCU<sup>1</sup>, Manuela-Dora ORBOI<sup>1\*</sup>, Andreea Adriana PETCOV<sup>2</sup>,  
Camelia MĂNESCU<sup>1</sup>, Claudia SÎRBULESCU<sup>1</sup>, Oana-Maria SICOE-MURG<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences „King Mihai I” from Timisoara, Faculty of Engineering and Applied Technologies,  
Romania*

*\* Corresponding author: orboi@usvt.ro*

**Abstract.** This article presents a relatively new niche that emerged at the beginning of the 20th century in response to the social pressures imposed by the progress of industrial development, namely career counselling for young people. Career counselling and guidance is a complex process of guiding and training young people according to their aptitudes, abilities and interests for the development and management of their own careers, which enables them to decide to build their own careers. Career counselling is also essential to help them choose, change or progress in their career throughout their lives and make the best decisions about their educational and professional path that will ensure their opportunity to succeed. At the level of educational institutions, the implementation of a career counselling programme has a major impact on the performance of young people, as early identification of career counselling needs can be the ideal solution for adolescents to find their vocation and success in their personal and professional lives.

**Keywords:** counseling, career, youngs, students, professions.

## **32. Instruments of EU Budget to Counteract the Impact of the Covid-19 Pandemic**

**Ana-Mariana DINCU<sup>1</sup>, Elena Violeta DRĂGOI<sup>2\*</sup>, Larisa Elena PREDA<sup>2</sup>,  
Adi GUNANTO<sup>3</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*Valahia University of Târgoviste, Faculty of Economics, Târgoviște, Romania*

<sup>3</sup>*Muhammadiyah University of Surakarta, Faculty of Economics and Business, Indonesia*

*\* Corresponding author: violeta\_dragoi@yahoo.com*

**Abstract.** The purpose of this article is to analyze the EU budget agenda, assumptions, and challenges of EU public policy for the period 2021-2027. The comparative method used in the study is the analysis of differences in the revenue and expenditure of the EU budget. In contrast, phenomena and events that affect the formulation of the EU budget to a greater or lesser degree, at different times, have had a different impact on the budget adoption process. The period for the analysis presented, including the main factors that make up the "two flows", took place in 2017-2020.

In this paper, the authors utilized statistical research, observation, analysis, and interpretation as their methodology, drawing upon information from various bibliographic sources, the Treaty on the Functioning of the European Union, the Treaty of the European Union, and the EU Budget.

In conclusion, it is recommended that Romanian authorities present a national plan to the European Commission encompassing infrastructure investments (including environmental projects, highways, and railway upgrades), modernization of public transport (such as acquiring electric buses and expanding electric vehicle charging networks), renewable energy initiatives, energy efficiency projects, digitization of public services, and financial support for SMEs to navigate economic challenges.

**Keywords:** commercialization, price volatility, supply chain, vegetable.

### **33. Elements Wich Give Individuality to Sichevita Commune. Their Capitalization Through a Specific Tourist Product**

**Călin DOBRA<sup>1\*</sup>**

*<sup>1</sup>"Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad, Romania*

*\* Corresponding author: calindobra06@yahoo.com*

**Abstract.** The article has as purpose to draw attention to the specific defining features of tourism in rural environment, as a possibility for the local community of Sichevita development, through own resources. The curent research represents an attempt to provide a complete picture about local resources, specific to the area, and to come up with the proposal to establish a future tourist product specific to the area. The main purpose of this research is to identify the elements which give tourist individuality to Sichevita commune and based on this aspect to propose a future tourism product. In this regard it was used as a research method, the qualitative study and several sources of information. This method is suitable for this type of individual study, and where used several steps: establishing the research plan, finding the main source of information and comparing them and them synthetizing in this this particular study.

The future success of the agritourism product proposed for the Sichevița area would still depend on the efforts in the direction of promotion. The lack of a creative slogan for the area, a TV or radio commercial overshadows the beauties of this area and even their existence. The tourists who come here are usually from this part of Banat, few are from other parts who have heard of this area. The most appropriate utilization of this natural, economic and human space can be achieved through various forms of tourism in rural area.

**Keywords:** Sichevita commune, rural resources, specific rural tourism product.

### **34. Favorability Assessment of Sichevita Area for Agritourism Activities**

**Călin DOBRA<sup>1\*</sup>**

<sup>1</sup>*"Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad,  
Romania*

*\* Corresponding author: calindobra06@yahoo.com*

**Abstract.** Sustainable development of rural environment through agritourism is a necessity currently and continues to be a current issue of great importance. This article aims to stimulate interest in this possibility of developing the rural environment and represents an attempt to provide a more complete picture of the advantages and limits of tourism in the rural environment in the researched area. The objective, proposed in the article, involves carrying out a study regarding the evaluation of Sichevita area's favorability for agritourism activities in the eyes of the locals.

The Romanian rural area, but also the one from Sichevita, is characterized by a high degree of extension and diversification, once representing the prime location for authentic and qualitatively special gastronomic products, then the place where are at home traditions, customs, crafts, culture as a whole. These particularities are obviously also found in the case of Sichevita, the place of our research.

**Keywords:** rural environment, agritourism, Sichevita area.

### **35. Impact of Thermal Preparation on Sensory and Physico-Chemical Properties of Potatoes**

**Carlo Marius DRAGOMIR<sup>1</sup>, Simona-Maria ILIE<sup>1</sup>, Mariana-Atena POIANA<sup>2</sup>, Corina Dana MISCA<sup>2</sup>, Delia-Gabriela DUMBRAVĂ<sup>2</sup>, Camelia MOLDOVAN<sup>2</sup>, Viorica-Mirela POPA<sup>2</sup>, Aurica-Breica BOROZAN<sup>3</sup>, Luminita Cornelia PIRVULESCU<sup>1</sup>, Diana-Nicoleta RABA<sup>1</sup>**

*1University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Turism, Timisoara, Romania*

*2University of Life Sciences "King Mihai I" from Timisoara, Faculty of Food Engineering, Timisoara, Romania*

*3University of Life Sciences "King Mihai I" from Timisoara, Faculty of Engineering and Applied Technologies, Timisoara, Romania*

*\* Corresponding author: diana.raba@usvt.ro*

**Abstract.** Potatoes are one of the most consumed vegetables in the world due to their rich nutrient content. The goal of the study was to evaluate the impact of different thermal methods preparation on the sensorial and physicochemical characteristics of on four varieties of potatoes: white, red, sweet and purple. Immediately after preparation, the sensory attributes (appearance, colour, taste odour, texture, chewing and swallowing sensation) of the samples were evaluated. After 48 hours of storage at 2-4°C the moisture, pH, reducing sugar, salt content, antioxidant activity expressed by ferric reducing antioxidant power (FRAP) value, polyphenol and flavonoid content of cooked potatoes were determined using as reference samples the same varieties of raw potatoes. The results of the sensory analysis showed that the most appreciated samples were those prepared by frying followed by those obtained by baking and boiling. All assessed physicochemical properties of samples were affected by the heat treatments applied.

**Keywords:** potatoes, sensory attributes, physicochemical properties, thermal preparation.

**36. Aspects Regarding Farm Management and Labour Force- Case Study?**

**Carmen-Simona DUMITRESCU<sup>1\*</sup>, Cosmin SĂLĂȘAN<sup>1</sup>, Iasmina IOSIM<sup>1</sup>,  
Cosmina-Simona TOADER<sup>1</sup>, Simona-Cristina CONSTANTINESCU<sup>1</sup>, Sorin-Mihai STANCIU<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: carmendumitrescu@usvt.ro*

**Abstract.** In the conditions where farms have to adapt to all the changes taking place around them, starting from climate change, the development of new technologies and going all the way to accessing funds and capitalizing on production, the farm manager plays a complex and decisive role for the further evolution of farm activity. In this paper, we have analyzed the changes that have occurred in farm management related to the type and size of farms.

**Keywords:** farm, manager, age, new generation, labour force.

### **37. Covid-19 Impact on European Tourism- Case Study**

**Carmen Simona DUMITRESCU<sup>1\*</sup>, Ioana Anda MILIN<sup>1</sup>, Iuliana MERCE<sup>1</sup>, Iasmina Iosim<sup>1</sup>,  
Cosmin Sălășan<sup>1</sup>, Simona Cristina Constantinescu<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: [carmendumitrescu@usvt.ro](mailto:carmendumitrescu@usvt.ro)*

**Abstract.** European tourism has experienced sustained development over time, becoming one of the most important sectors of the European economy. The need to protect citizens by introducing restrictive measures has led to a huge impact on the tourism sector across Europe. In this paper we have analysed tourism in terms of the population participating in the tourist activity, the type of trips, the number of overnight stays as well as country of origin to outline a picture of tourism in 2021, compared to the period before the pandemic.

The article is based on a thorough examination of documents issued by European institutions regarding the evolution of the tourism sector during the COVID-19 pandemic. Secondary data used in this descriptive research was collected from various documents available online on the official websites of these institutions. The primary research methods employed were observation and data analysis. These documents provided valuable insights into how the pandemic influenced tourism activities, including the implementation of flight bans, accommodation closures, and travel restrictions across different European Union (EU) countries.

**Keywords:** tourism, activity, revival, Europe.

### **38. Crisis Leadership: How to Lead Efficiently**

**Andrea FEHER<sup>1,2\*</sup>, Cosmina Simona TOADER<sup>1</sup>, Vishal Singh VARMA<sup>3</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*Romanian Academy - Timisoara Branch, Research Centre for Sustainable Rural Development of Romania,  
Timisoara, Romania*

<sup>3</sup>*Poddar Management & Technical Campus, Department of International Relations, Jaipur, India*

*\* Corresponding author: andreafeher@usvt.ro*

**Abstract.** In recent times, the notion of leadership crisis has been increasingly discussed and talked about. There are enough good managers, but there is a lack of leaders, those people who ensure a vision and strategy. As crises are becoming more frequent and complex, there is a concerted need to develop a good crisis leader. This article attempts to provide an overview of the definition of the concept, the main types of crisis and the key competencies a leader must have to manage crises. Vision, action, communication, team empowerment and encouragement, sense making, decision making and facilitating learning are the key competencies for crisis leadership. These competencies are necessary for a good crisis leader, and the article presents suggestions to guide thinking around each of these competencies.

The present article is based on academic research of the specialized literature in the field of leadership and crisis leadership and a field research, based on an interview with staff representatives and employees of five large-size companies in Timiș County, Romania. They were questioned on the qualities that a good leader should have, the main key competencies of leaders in crisis situations and the measures that a good leader must adopt in crisis situations. The business environment has a clear vision of the crisis leader, and the results are presented and graphically illustrated in this article.

**Keywords:** crisis leader profile, business crisis, competences.

**39. Do Direct Payments Impact Romanian Agriculture?**

**Andrea FEHER<sup>1,2\*</sup>, Elena Claudia SÎRBULESU<sup>1</sup>, Ciprian RUJESCU<sup>1</sup>, Adrian BĂNEȘ<sup>2</sup>, Miroslav RAICOV<sup>2</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*<sup>2</sup>Romanian Academy - Timisoara Branch, Research Centre for Sustainable Rural Development of Romania,  
Timisoara, Romania*

*\* Corresponding author: andreafeher@usvt.ro*

**Abstract.** Direct payments play an important role in the financing of agricultural holdings in Romania. They represent the main form of support within the Common Agricultural Policy, financed by the European Agricultural Guarantee Fund. The purpose of this paper is to investigate the impact of direct payments on the economic situation of Romanian agriculture. Using linear regression functions, it was determined that direct payments affect positively and with a medium to strong intensity the value of agricultural production.

**Keywords:** commodification, tourism, tourism commodification, touristification.

## **40. Romanian Processed Agri-Food Products: Why a Continuously Negative Trade Balance?**

**Camelia GAVRILESCU<sup>1\*</sup>**

<sup>1</sup> *Institute of Agricultural Economics – Romanian Academy, Bucharest, Romania*

*\* Corresponding author: cami\_gavrilescu@yahoo.com*

**Abstract.** During the transition period (the 1990s decade), the Romanian food industry went through a deep restructuring process, characterized by the privatization and liquidation of most state enterprises. Domestic and foreign capital investments resulted in the emergence and development of new private production units, but with a rather slow progress. The supply of processed products could not meet the intense increase in demand after the year 2000, driven by economic growth. The changes in the population's consumption model, the expansion and diversification of demand in quantitative and qualitative terms resulted in a significant increase in imports, intensified after the EU accession. Large international holdings in the food industry entered the Romanian market but were not able to cover their need for local agricultural raw materials, due to the lack of concentration of the domestic supply. The present paper analyzes the changes in the value, volume, geographical orientation of trade flows and the structure of exports and imports of processed products, as well as the most important factors that influenced these developments. The results show a trade balance with major deficits, both for primary and secondary processed products. At the same time, their share in total Romanian agri-food imports is the highest as compared to the rest of Central and Eastern European countries.

**Keywords:** Romania, agri-food trade balance, processed products, Central and Eastern European countries.

#### **41. Beef Consumption in Hungary (Short review)**

**Sandor Adam GESZTI<sup>1</sup>, Daniel ANTAL<sup>1</sup>, Karoly BODNAR<sup>1</sup>**

<sup>1</sup>*Hungarian University of Agriculture and Life Sciences, Szarvas, Hungary*

*\* Corresponding author: bodnar.karoly.lajos@uni-mate.hu*

**Abstract:** The importance of beef worldwide stands out among red meats. The work examines the situation of beef production and consumption, changes in consumer habits and attitudes, as well as factors influencing Hungarian consumption. The perception of the meat of Hungarian gray cattle in Hungarian consumption is also affected. Nowadays, meat from beef cattle breeds is hardly available in domestic stores, the dominance of the Holstein-Friesian breed is typical. However, consumption, which was not too high before, fell significantly in the last two years as a result of inflationary price increases.

The present work is based on research results presented in the Hungarian and international scientific journals. The examination of the previous data of the researchers of the topic serves the preparation of a research project that is about to start.

According to the majority of sources, the consumption of beef has many positive effects on the consumer. By consuming beef in moderation, but regularly, we can get valuable nutrients from natural sources. In Hungary, unfortunately, the gastronomic culture also neglects it somewhat, and the decrease in the ability of consumers to pay in recent years has also significantly reduced demand.

**Keywords:** beef consumption, meat quality, consumers' demand, meat production

## **42. The Accounting and the Financial Analysis Particularities Within the Retail Trade Activity**

**Bogdan Cosmin GOMOI<sup>1\*</sup>, Robert Cristian AIMĂȘI<sup>1</sup>, Luminița Ioana MAZURU<sup>1</sup>**

*<sup>1</sup>"Aurel Vlaicu" University from Arad, Faculty of Economics, Arad, Romania*

*\* Corresponding author: bogdan\_gomoi@yahoo.com*

**Abstract.** The trade represents one of the fundamental economic activities, alongside the production and the services. It serves as a link between producers and end consumers. The trade comes in various forms, with the retail trade being the most encountered. The accounting particularities focus on purchases with deferred payment from the wholesalers (warehouses) and sales with immediate cashing from the end consumers. The final price is composed of three components: the purchase cost, the commercial markup, and the VAT. From a financial analysis perspective, the focus is on the operational cycle. Given the rapid cash flow, the financing is predominantly achieved from current liabilities, advantageous due to their interest-free nature, while the payment gap with suppliers, coupled with the immediate cashing from the customers, favors the treasury management.

**Keywords:** retail trade, accounting, financial analysis, final price, current liabilities.

### **43. The Specificity of the Financial Diagnosis Within the Local Agri-Food Production**

**Bogdan Cosmin GOMOI<sup>1\*</sup>, Robert Cristian AIMĂȘI<sup>1</sup>, Luminița Ioana MAZURU<sup>1</sup>**

<sup>1</sup>*"Aurel Vlaicu" University from Arad, Faculty of Economics, Arad, Romania*

*\* Corresponding author: bogdan\_gomoi@yahoo.com*

**Abstract.** The financial diagnosis represents an essential component of the financial analysis. It aims to leverage the financial information through indicators in order to identify the strengths and the weaknesses that define the "health state" of a business. The financial information used refer to the financial position and the performance. The Arad agri-food production is highly diversified, considering the multicultural and the multi-ethnic nature of the county. Some structural particularities, from the assets-liabilities-performance perspective, at the level of this activity, would involve a careful inventory management, considering their perishable nature, financing focused mainly on equity and current liabilities, avoiding unnecessary interest costs, but also the market "penetration" policy, based on turnover-based gains rather than on margin-based gains. This article is based on developing these aspects at the level of a specialized entity.

**Keywords:** financial diagnosis, financial position, performances, agri-food production, local production.

**44. Is Romanian Rural Tourism Resilient to External Shocks? Case Study: Covid-19 Pandemic Lockdowns and Their Consequences**

**Marius-Ionuț GORDAN<sup>1</sup>, Tabita-Cornelia ADAMOV<sup>1</sup>, Iuliana MERCE<sup>1</sup>,  
Ioana-Anda MILIN<sup>1</sup>, Anka Roxana PASCARIU<sup>1</sup>, Tiberiu IANCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

\* *Corresponding author: tabitaadamov@usvt.ro*

**Abstract.** This paper documents the short- and medium-term effects of the COVID-19 pandemic on Romanian rural tourism by analyzing the growth patterns in some of its rural and urban areas in terms of arrivals before and after the lockdown period. The results show that rural touristic destinations fared better than urban ones in the period following the lockdowns, showing that this external shock affected both businesses in this sector and possibly consumer behavior.

Data for this study were obtained from the TEMPO online database, which provides publicly available information on tourist arrivals in Romania. The dataset encompassed both pre-pandemic, pandemic, and post-pandemic periods, allowing for an examination of temporal dynamics in rural and urban tourism.

We employed a quantitative approach to analyze the data, focusing on trends and patterns in tourist arrivals before and after the onset of the COVID-19 pandemic. To examine trends in touristic arrivals, we aggregated the data by destination, allowing us to identify fluctuations in tourism activity over time.

The Romanian rural tourism sector has shown remarkable resilience and adaptability in the wake of the COVID-19 pandemic, with a strong recovery that points to continued growth potential. The shifts in tourist behavior observed during and after the pandemic suggest that rural tourism will play a crucial role in the future of the country's tourism industry. As such, ongoing efforts to support and promote rural tourism, coupled with a focus on sustainability and resilience, will be key to ensuring the long-term success and vitality of this sector.

**Keywords:** rural tourism resilience; Covid-19 lockdowns; external shocks in tourism.

**45. Contributions Regarding Aerial Scanning for the Creation of a Geographic Information System for the Sustainable Management of Endogenous Resources in the Cârțișoara Territorial Administrative Unit, Sibiu County**

**Ovidiu GUȘAN<sup>1\*</sup>, Valentin Dumitru Ioan IVAN<sup>1</sup>, Rareș IAGĂRU<sup>1</sup>**

<sup>1</sup>*University of Agricultural Sciences and Veterinary Medicine Bucharest, Bucharest, Romania*

*\* Corresponding author: raresiagaru@gmail.com*

**Abstract.** In the current context of awareness of the limited nature of resources, the development of the rural economy is based on the efficiency of each economic activity. This requires the collection, analysis and processing of a very large volume of data and information in a very short time to increase the degree of knowledge of each identified decision-making problem and to reduce risky decision-making situations and uncertainty. The paper addresses a special category of decision support systems, namely geographic information systems. Concretely, the design elements of a geographic information system are presented for the integration of complex information necessary for the sustainable and efficient organization and management of natural and human resources in Cârțișoara UAT, Sibiu County. The purpose of the work is represented by the knowledge of aerial scanning equipment and UAV systems, respectively its use in the data collection process to create a database corresponding to the current requirements of sustainable development of the territory. The research methodology adopted is the case study because it involves the in-depth study of the rural economy, in the natural framework of the commune of Cârțișoara, from several perspectives. The case study provides a complete illustration of the analyzed phenomenon.

The study represents a contribution to the management of the activities of strategic orientation of sustainable development in Cârțișoara UAT, through the use of modern aerial scanning techniques, the creation of a GIS database and the integration of information for the development of relevant strategic options.

**Keywords:** certainty, decision, management.

**46. The Current Context of the Romanian Economy and the Evolution of the Main Macroeconomic Indicators**

**Alina HAGIU<sup>1\*</sup>, Marinela BĂRBULESCU<sup>1</sup>**

*<sup>1</sup>National University of Science and Technology Politehnica Bucharest, Faculty of Economics and Law,  
Bucharest, Romania*

*\* Corresponding author: mariana\_alina.hagiu@upb.ro*

**Abstract.** Due to close trade links with both Russia and Ukraine, Central and Eastern Europe has been in the spotlight since the beginning of the conflict. Romania, in particular, faced the urgent need to adjust its macroeconomic imbalances even before the outbreak of hostilities. Rising imported inflation is likely to put pressure on nominal interest rates further, reducing consumers' purchasing power and limiting economic growth in the short term. Even so, with the right policies to encourage investment and stimulate long-term growth, Romania could weather the crisis more easily.

The paper aims to analyse the evolution of Romania's main macroeconomic indicators in the context of the coronavirus pandemic and the war in Ukraine. The paper aims to analyse the evolution of Romania's main macroeconomic indicators in the context of the coronavirus pandemic and the war in Ukraine.

**Keywords:** economic growth, competitiveness, agriculture, macroeconomic indicators.

## **47. World Bank Activity in the Field Of Agriculture**

**Alina HAGIU<sup>1\*</sup>, Marinela BĂRBULESCU<sup>1</sup>**

*<sup>1</sup>National University of Science and Technology Politehnica Bucharest, Faculty of Economics and Law,  
Bucharest, Romania*

*<sup>2</sup>University of Craiova, Faculty of Economics and Business Administration, Craiova, Roumania*

*\* Corresponding author: mariana\_alina.hagiu@upb.ro*

**Abstract.** One of the main fields of activity of the World Bank is agriculture which is linked often by the food system. In the World Bank's opinion healthy, sustainable and inclusive food systems are critical to achieve the world's development goals. In this context, agricultural development becomes one of the most powerful tools to end extreme poverty, boost shared prosperity, and feed a projected 10 billion people by 2050. According to World Bank agriculture is also crucial to economic growth: accounting for 4% GDP and in some least developing countries, it can account for more than 25% of GDP.

This are the reasons why in this paper we will try to make a short analysis of the World Bank activity in the Agriculture and Food field in order to emphasize its importance in achieving worldwide development goals.

**Keywords:** agriculture, economic growth, climate smart agriculture, digital agriculture, development.

## **48. Analysis of Monetary Policy Interest Rates' Evolution**

**Daniela HARANGUȘ<sup>1\*</sup>**

*<sup>1</sup>"Aurel Vlaicu" University, Faculty of Economic Sciences, Arad, Romania*

*\* Corresponding author: d\_harangus@yahoo.com*

**Abstract.** This research aims to analyze the evolution of monetary policy interest rates in the Romanian banking sector, in the period 2021-2023. It is also analysis interest rates for Lending facility and Deposit facility, throughout the same period. Starting 1 September 2011, the National Bank of Romania's reference rate is the monetary policy rate. One of the most important instruments of monetary policy is the NBR's standing facilities offered to credit institutions. The main monetary policy instruments used by National Bank of Romania are open market operations, standing facilities and reserve requirements.

This paper proposes a structural and dynamic analysis of the evolution of monetary policy interest rates in the period of 2021-2023. The causes, their validity periods, as well as their evolution trend are identified.

From the research conducted regarding the analysis of the evolution of monetary policy interest rates and interest rates related to permanent lending and deposit facilities, there is a continuous and sustained increase in them, during the years 2021 - 2023.

The National Bank of Romania decided the increase of the monetary policy interest rate to counteract the high inflation rate and to effectively manage financial stability.

**Keywords:** monetary policy, interest rates, lending facility, deposit facility, reference interest rate.

## **49. Banking Education in Global Sustainable Development**

**Daniela HARANGUȘ<sup>1</sup>\***

*<sup>1</sup>“Aurel Vlaicu” University, Faculty of Economic Sciences, Arad, Romania*

*\*Corresponding author: d\_harangus@yahoo.com*

**Abstract.** Banking education has an important role in global sustainable development. This research aims to analyze the role of the National Bank of Romania in supporting financial education to international trends. National Bank of Romania launched the first issue of the “Newsletter of Financial Education” in March 2022, as a full member of the OECD/INFE (International Network on Financial Education). This role is also reflected by events focusing on monetary, banking and financial issues organised by the National Bank of Romania. In the global sustainable development, the efficient management of financial resources and bank credits is important.

This paper proposes an analysis of the manner in which the financial and banking education conducted by banks can lead to sustainable global development. The information provided by the National Bank of Romania regarding the management of financial education conducted by the Central Bank was analyzed.

Financial and banking education is becoming increasingly important in the context of global sustainable development. This education can be effectively conducted by banking entities to ensure the financial prosperity of their customers. Both retail clients and corporate clients of banks, through the activity they carry out, can ensure a global sustainable development.

**Keywords:** banking education, sustainable development, financial resources, bank credits.

## **50. The Impact of Climate Changes in Agriculture and Food Security**

**Tiberiu IANCU<sup>1</sup>, Tabita Cornelia ADAMOV<sup>1\*</sup>, Gabriela POPESCU<sup>1</sup>, Luminița PÎRVULESCU<sup>1</sup>,  
Ramona CIOLAC<sup>1</sup>, Claudia SÎRBULESCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: tabitaadamov@usvt.ro*

**Abstract.** Climate change is deeply affecting agriculture, having a direct impact on global food security. These changes, characterized by global warming, changes in precipitation regimes and increased extreme weather events, put significant pressure on the ability to produce sufficient and nutritious food. Food security and climate change are global issues and must be addressed as such. Agriculture faces a particular challenge – to produce more food for a growing population while reducing greenhouse gas emissions from food production. The Common Agricultural Policy aims to help farmers adapt to climate uncertainties, reduce emissions from the sector and mitigate climate change.

According to FAO estimates (2008) the global population of six billion in 2030 will rise to nine billion in 2050. This also means an increase in the expected demand for food by 50 % for 2030 and by twice as much for 2050.

The only way of satisfying this demand, as well as the demand for animal feed, fibre fuels and biofuels, is sustainable food production, which will become more difficult due to climate change. The effect of global climate change on food production will probably be changes in precipitation periods as well as in the distribution and extent of storms; in addition, extreme weather events will increase. If we fail to satisfy the rising demand through sustainable production methods, crop failures will lead to exorbitant price increases.

**Keywords:** agriculture, climate changes, food security, resources.

## **51. Romanian Travel Agencies: Re-Building up Corporate Image Through Offers**

**Iasmina IOSIM<sup>1</sup>, Gabriela POPESCU<sup>1</sup>, Anka PASCARIU<sup>1</sup>, Diana MARIN<sup>1</sup>, Carmen Simona DUMITRESCU<sup>1</sup>, Cristina BABCSANYI<sup>1</sup>, ANDREEA DRAGOESCU<sup>2\*</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

*\* Corresponding author: andreeadrageoescu@usvt.ro*

**Abstract.** This study presents and analysis of the way 10 Romanian travel agencies ranked among the first 10 in Romania in 2019 have managed to re-build their corporate image after the Covid-19 pandemic through offers made on their websites. The authors investigated the "About (Us)" page of their websites in search of common and specific "offers", identifying the most common offers mentioned on the websites of these travel agencies, the travel agencies with the largest number of offers, and the qualifiers of these offers.

The material used in this study consisted in the offers identified on "About (Us)" page of the websites of the first ten Romanian travel agencies in 2019 – Touring Europabus Romania, Business Travel, Paralela 45 Turism, Vola.ro, Christian Tour, Aerotravel, Eximtur, Happy Tour, Accent Travel & Events and Prompt Service Travel Company.

Offer qualifiers point two times more to exceptionality than to economic advantage, which means that travel agencies pay more attention to the illusions they sell than to the real economic advantages of their offers.

**Keywords:** travel agency, corporate image, corpus analysis, offer.

## **52. Communicating/Expressing Emotions in Organizations**

**Iasmina IOSIM<sup>1</sup>, Gabriela POPESCU<sup>1</sup>, Anka PASCARIU<sup>1</sup>, Diana MARIN<sup>1</sup>, Cosmin SĂLĂȘAN<sup>1</sup>,  
ANDREEA DRAGOESCU<sup>2\*</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

*\* Corresponding author: andreeadrageoescu@usvt.ro*

**Abstract.** Emotion formation, expression, and control in organizations / workplaces has been examined less than emotional expression in adults and children, less than emotional expression and alexithymia, anxiety, autism, music, or parent-child relationship, and less than emotional (non)-expression and health. This study presents primary, secondary, and tertiary emotions and the few approaches of emotional expression in organizations, thus aiming at improving organizational communication through better knowledge of work feelings – from different perspectives – as an integral part of organizational life.

The material used in this study consists in the most searched articles and books on the Internet dedicated to the communication / expression of emotions in organizations. These articles and books present the communication / expression of emotions in organizations from a double perspective – theoretical (classification) and practical (analyses of emotional expression in adults and children, of emotional expression and alexithymia, anxiety, autism, music, or parent-child relationship, and of emotional (non)-expression and health).

**Keywords:** communication, expression, emotion, organization.

**53. Exploring Innovative Solutions for Pasture Utilization and Their Application Potential for Quality Products Certification in Romania**

**Vald ISARIE<sup>1\*</sup>, Felix ARION<sup>1\*</sup>**

*<sup>1</sup>University of Agricultural Sciences and Veterinary Medicine, Faculty of Horticulture and Business in Rural Development, Economic Sciences Department, Calea Manastur 3-5, Cluj-Napoca, Romania*

*\* Corresponding author: vlad-ilie.isarie@student.usamvcluj.ro, felixarion@usamvcluj.ro*

**Abstract.** This study explores innovative solutions for pasture utilization in Romania, focusing on their role in enhancing quality product certification and aligning with sustainable agricultural practices. Grazing, a traditional ruminant feeding method, is central to this exploration, given its benefits for ecosystem functions, animal health, and societal preferences.

However, challenges such as land fragmentation, rural depopulation, and the presence of large carnivores complicate the usage of grazing. This paper advocates for agroecology as a holistic approach to sustainable agriculture, emphasizing the integration of animals into agroecosystems for ecological sustainability and socio-economic viability.

Concluding, the incorporation of innovative grazing management practices presents an opportunity to address global challenges like food security and climate change, while supporting the certification of quality agricultural products

**Keywords:** grazing management, quality product certification, rural development, agricultural technology and innovations.

## **54. Environmental Management in Pastoral Systems**

**Ionuț Bogdan Alexandru ISDRARIU<sup>1</sup>, Maria SAUER<sup>2</sup>, Mihaela TOTH<sup>2</sup>, Loredana VĂDUVA<sup>1\*</sup>,  
Ana-Gina ARMAȘ<sup>2</sup>, Ioan PETROMAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: loredana\_heber@yahoo.com*

**Abstract.** Sheep rearing may affect pastoral land and vegetation in several ways: herding; mechanical impacts on soil and plants through trampling; removal of leaves, stems, and other plant parts; removal or redistribution of nutrients; use of terrain; and willingness to travel. These factors vary depending on animal dietary preference, digestive system, mouth anatomy, size, species, and weight. This paper investigates the relationship between grazing and ecosystem – dietary preferences of sheep, size and weight of sheep, and grazing distribution – as well as grazing infrastructure requirements – management of handling facilities and animal management. The material use in this paper consists in books and articles – older and more recent – about the management of the environment in pastoral systems, with focus on sheep. The research method is bibliographic, with focus on two main topics: sheep rearing (dietary preferences of sheep, size and weight of sheep, and grazing distribution) and grazing infrastructure requirements (management of handling facilities and animal management).

**Keywords:** environmental management, pastoral systems, sheep.

## **55. Grazing Systems in Sheep Rearing**

**Ionuț Bogdan Alexandru ISDRARIU<sup>1</sup>, Ioan ȚIBRU<sup>2</sup>, Loredana VĂDUVA<sup>1\*</sup>, Mihaela ALBULESCU<sup>2</sup>, Ioan SAUER<sup>2</sup>, Ioan PETROMAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: loredana\_heber@yahoo.com*

**Abstract.** The goal of this study was to clarify a few aspects related to grazing systems in sheep rearing: the fields in which grazing systems are relevant, the domains affected by grazing systems, the domains impacted by grazing systems, and the types of grazing systems – which are thoroughly defined and described – for the benefit of the students in animal husbandry and of the practitioners – sheep breeders. The aspects presented are meant to inspire sheep breeders and make them adopt one or more of the grazing systems presented. The material used in this study – books and articles – aimed at clarifying a few aspects related to grazing systems in sheep rearing, i.e., fields in which grazing systems are relevant, domains affected by grazing systems, domains impacted by grazing systems, and types of grazing systems – which are thoroughly defined and described. The research method used is the bibliographic one.

**Keywords:** grazing system, sheep rearing, international terminology, grazing lands, grazing animals.

## **56. Diagnostic Analysis of the Commune Sadu, Sibiu County Imperative of Sustainable Development**

**Valentin Dumitru Ioan IVAN<sup>1</sup>, Achim Daniel BĂLUȚĂ<sup>1</sup>, Ovidiu GUSAN<sup>1</sup>, Rareș IAGĂRU<sup>1\*</sup>**

*<sup>1</sup> University of Agricultural Sciences and Veterinary Medicine Bucharest, Bucharest, Romania*

*\* Corresponding author: raresiagaru@gmail.com*

**Abstract.** The sustainable development of rural areas is a complex and always current problem, for which there is a special interest, materialized at the level of the European Union through the elaboration of policies and strategies accordingly. This calls for the active involvement of the rural community, in the development process, for the development, adoption, and implementation of the best solutions to mobilize all initiatives for sustainable capitalization of own resources for the social and economic benefit of the community. Taking into account that rural development has dimensions and importance at the national and international level, which underlines the complexity of the rural economy, through this research I will try to answer the challenge of identifying those elements that lead to the integration of the main fields of activity in the countryside (agriculture, aquaculture, fishing, forestry, manufacturing industry, etc.).

**Keywords:** diagnosis, sustainable, rural.

## **57. Particularities Regarding the Adoption of the Smart Village Concept in Sadu Commune, Sibiu County**

**Valentin Dumitru Ioan IVAN<sup>1</sup>, Achim Daniel BĂLUȚĂ<sup>1</sup>, Ovidiu GUSAN<sup>1</sup>, Rareș IAGĂRU<sup>1\*</sup>**

<sup>1</sup> *University of Agricultural Sciences and Veterinary Medicine Bucharest, Bucharest, Romania*

*\* Corresponding author: raresiagaru@gmail.com*

**Abstract.** The paper presents the particularities of ensuring transparency at the level of local administration and the efficiency and digitization of the administrative process at the level of Sadu commune, Sibiu county. The basis of this activity is provided by the City Manager digital platform that facilitates the interaction between local public administration and citizens.

Considering the potential of the resources of the Sadu commune, Sibiu County, and the power of its development concept in conjunction with the quality of life of the villagers, the purpose of this article is to record the achievements, the implementation of the initiatives, and the specifics of the Sadu-Smart Village strategy. For this we used quantitative and qualitative methods for which they were integrated in the case study methodology because it has been proven in numerous research of usefulness and relevance. The motivation of the choice consisted in the fact that it aims at a complete and in-depth investigation of a subject and the context in which it takes place.

Tradition and innovation, in equal weight, are coordinates that are the basis of the development of rural communities and must be calibrated as a unitary concept with the help of digital technologies, telecommunications and research, with the aim of optimizing public services for the benefit of the community and increasing the comfort level of the Romanian village, with results in discouraging the phenomenon of depopulation of rural areas.

**Keywords:** sustainable agriculture, economic sustainability, sustainable practices, sustainability indicators.

**58. Externalities of Rail Freight Transport in the Light of Environmentally Conscious Transport**

**Zoltan JERNEY<sup>1\*</sup>, Gabor BODNAR<sup>1</sup>, Karoly BODNAR<sup>1</sup>**

*<sup>1</sup>University Of Debrecen, Karoly Ihrig Doctoral School of Management and Business, Debrecen, Hungary*

*<sup>2</sup>Hungarian University of Agriculture and Life Sciences, Hungary*

*\* Corresponding author: bodnar.karoly.lajos@uni-mate.hu*

**Abstract.** The issue of transport as a primary environmental burden is of prime importance when making economic policy decisions in developed countries. To what extent do the external effects of transport, especially rail freight transport, burden the total national income of a country, what impact do they have on economic development, how much do they damage the present and influence the livable conditions of the future, these are the questions that are partially or completely waiting to be answered. The work is based on literature data and data from Hungarian railway transport companies. In Hungary, road freight transport is currently predominant. Companies interested in rail freight transport are making significant efforts, primarily in the field of mass goods transport, to increase the share of their performance.

**Keywords:** logistics, rail transportation, environment, externality, economic development.

**59. Dynamics of Organic Agriculture in Romania - Comparative Analysis for 2010-2022 Period**

**Andreea Lidia JURJESCU<sup>1</sup>, Florin SALA<sup>1,2\*</sup>**

<sup>1</sup>*Agricultural Research and Development Station Lovrin, Lovrin, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

*\* Corresponding author: florin\_sala@usvt.ro*

**Abstract.** The study analyzed the dynamics of economic operators and the areas cultivated in ecological systems in Romania, in the 2010–2022 period. For the analysis, data from the MADR records were considered. For the analysis, data from the MADR records were considered. The total crops area in the ecological system registered an increasing trend, with some inflections and linear growth in the period 2016-2022. Within the total crops area, the area of grain, pasture and hay crops showed a similar pattern of variation. The leguminous and protein crops showed a fluctuating variation of the surfaces, with a maximum in 2018. Tuberculiferous and root crops recorded the maximum value of the cultivated area in 2012, followed by a decreasing trend. Industrial crops registered an increasing trend throughout the study period. Permanent crops (orchards, vines, fruit trees, nuts) recorded a growth rate in the period 2010-2019, with a stabilization of the surfaces in the period 2019-2022. Different models were obtained to describe the variation of the elements analyzed during the study period.

**Keywords:** crops dynamics, ecological farming, economic operators, factors, variation patterns.

**60. The Influence of Some NPK Mineral Fertilizers Doses on Field Peas**

**Andreea Lidia JURJESCU<sup>1</sup>, Marinel Nicolae HORABLAGA<sup>1,2</sup>, Florin SALA<sup>1,2\*</sup>**

<sup>1</sup>*Agricultural Research and Development Station Lovrin, Lovrin, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

*\* Corresponding author: florin\_sala@usvt.ro*

**Abstract.** The influence of mineral fertilization on the field pea crop was analyzed based on some elements of productivity and biological yield. Fertilizers with nitrogen (0, 25, 75 kg a.s. /ha; a.s. active substance), phosphorus (0, 80 kg a.s. /ha) and potassium (0, 40, 80, 120 kg a.s. /ha) were applied to the field peas crop Boxer cultivar. The number of pods (Pp\_N) varied between 88.00 - 202.00 /m<sup>2</sup>. The weight of the pods (Pp\_W) varied between 50.20 - 174.40±10.77 g/m<sup>2</sup>. The weight of the peas grains (Pg\_W) varied between 35.10 - 144.10±9.26 g/m<sup>2</sup>. The weight of pea pods shells (Pps\_W) varied between 15.00 - 37.00±1.64 g/m<sup>2</sup>. Biological yield (BY) varied between 0.23 - 0.38±0.01 kg/m<sup>2</sup>. The ratio between PgW/Pp\_W was calculated and values between 0.680 - 0.830±0.011 were recorded. The Pps\_W/Pp\_W ratio was calculated and values between 0.170 - 0.320±0.011 were recorded. Different levels of correlation were recorded between determined parameters. Mathematical models were obtained that described the variation of the parameters considered, in relation to NPK fertilizers.

**Keywords:** biological yield, fertilizers, field peas, grain production, leguminous crops.

## **61. Sustainable Human Resource Management: a Catalyst for Employer Brand Transformation**

**Komalpreet KAUR<sup>1</sup>, Vanina Adoriana TRIFAN<sup>2\*</sup>**

<sup>1</sup>*Deloitte Touche Tohmatsu Ltd., Audit & Assurance Department, Timisoara, Romania*

<sup>2</sup>*"Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad, Romania*

*\* Corresponding author: vanina.trifan@uav.ro*

**Abstract.** The current challenges in the labor market create intense competition between employers in terms of recruiting the most competent employees. As a result, these markets are transforming from sellers' to buyers' marketplaces, providing workers the exclusive power to choose and thereby demanding businesses to adapt accordingly. To face this challenge, organizations require a competitive advantage that can provide them with a distinct identity and set them apart from their competitors. This is where the notion of "employer branding" becomes relevant. Moreover, today's customers have also started to look beyond their needs and prefer buying products from companies whose employees are involved in sustainable activities. Hence, incorporating sustainable practices into human resource management (HRM) is an adequate solution for creating a desirable employer brand. In this context, the primary objective of the present paper is to emphasize that employer branding, when combined with a sustainable HRM approach, contributes to the creation of a sustainable competitive advantage. Using a literature review methodology, the paper concludes that for the effective implementation of employer branding, sustainable HRM plays a critical role in aligning the organizational values to those of the employees, which ultimately leads to attracting employees with green behavior and retaining them for a longer period.

**Keywords:** employer branding, sustainable human resource management, green behavior, sustainability, brand image.

**62. The Principal's Leadership Style Influence on Teamwork Skills of Teachers in Arab Schools In Israel**

**Hiba KHADIJA<sup>1\*</sup>, Nicolae BIBU<sup>1\*</sup>**

<sup>1</sup>*West University of Timisoara, Romania*

*\* Corresponding author: hibahad@gmail.com*

**Abstract.** The purpose of the present study is to examine the influence of a principal's leadership style on the teachers' teamwork and to recommend principal's management strategies to increase teachers' teamwork. The research question is: What kind of principal leadership style is correlated especially with teachers' ability to form teamwork?

The research population is from The Triangle, a concentration of Israeli Arab towns and villages adjacent to the Green Line. The settlements are home to approximately 300,000 Arab citizens of Israel, representing about 24%% of Israel's Palestinian Arab population who are Muslim. 352 teachers participated in the study, of which 275 were women (78.1%) and 77 were men (21.9%), most of them in the age range of 35-55. The teachers teach in middle schools and high schools. The research tools used in the study include tow questionnaire: 1) Multi-factor Leadership Questionnaire – MLQ by Bass and Avolio (1990), includes 36 items which measure nine leadership styles indices. 20 items examine transformational leadership, 12 items examine transactional leadership and 4 items examine Laissez-faire leadership. 2)The O'neil (1998) work group skills questionnaire that includes 12 items referring to two indices: cognitive index and interpersonal relations index. The study findings showed that there are positive relationships of medium and significant correlations between all the leadership indices and the team skills index. While high levels of leadership (transformative, transactional and laissez-faire) the teacher reported about his principal, were associated with high levels of teamwork skills of the teaching staff. In addition, it was found that, in accordance with the hypothesis, the correlation between transformative leadership and teamwork skills, is significantly stronger than the correlation between transactional or laissez-faire leadership and teamwork skills.

**Keywords:** transformational leadership, transactional leadership, laissez-faire leadership, teamwork, principal leadership styles.

### **63. Agricultural Consulting in Farm Development Management – Case Study**

**Radosław KNAP<sup>1\*</sup>, Piotr PRUS<sup>2\*</sup>, Marcin SUDOMIR<sup>1</sup>**

<sup>1</sup>*Paweł Włodkovic University College, Collegium of Management and Security,  
12 Kilińskiego alley, Płock, Poland*

<sup>2</sup>*Bydgoszcz University of Science and Technology, Faculty of Agriculture and Biotechnology, Department of  
Agronomy, Al. prof. S. Kaliskiego 7, 85-796 Bydgoszcz, Poland*

*\* Corresponding author: r.knap@interia.pl, piotr.prus@pbs.edu.pl*

**Abstract.** The uneven development of European countries has led to the creation of the Common Agricultural Policy. The aim was to standardise the European agricultural market and related market. From the perspective of agriculture, advisory services play a special role, which should contribute to increasing the standard of living of farmers and increasing the level of agricultural production while maintaining the Sustainable Development Goals, environmental standards and food safety. Agricultural advisory services have a very rich history in Poland, for over 100 years it has been supporting the rural population in overcoming various difficulties resulting from systemic and political, economic, social and organizational changes. It still plays an important role in the process of modernization of Polish agriculture before and after Polish's accession to the European Union. This article will answer the question of whether and what impact agricultural advisory has on the management of a selected farm.

Agricultural consulting in the management of the farm in question has made it possible and still allows for a rapid transfer of innovations to agricultural practice, as well as facilitating and facilitating problem solving. The advisors who provided training, information and advisory services on the farm contributed to the improvement of the farmer's income level; competitiveness of his holding; sustainable development; improve the level of knowledge and professional skills of the farmer and his family.

**Keywords:** rural development, farm management, agricultural advisory.

**64. The Effect of Equine-Assisted Activities on Children's Development  
(Short Review)**

**Barbara Alexandra KUDLACSEK<sup>1</sup>, Karoly BODNAR<sup>1</sup>**

<sup>1</sup>*Hungarian University of Agriculture and Life Sciences, Szarvas, Hungary*

*\* Corresponding author: bodnar.karoly.lajos@uni-mate.hu*

**Abstract:** The influence of animals on children is very significant, within which the role of horses is highlighted. Children's early love of animals greatly develops their personality, and handling and caring for them also affects the behavior of young people. In order to prepare a research, a short overview of horse-assisted activities that support the physical and psychological development of healthy children and children in need of development was prepared based on the literature. Horse therapy has been used for a long time, but its value and effects have only recently begun to be appreciated.

The present work is based on research results presented in the Hungarian and international literature. The examination of the previous data of the researchers of the topic serves the preparation of a research project that is about to start.

Animal-assisted therapy sessions can be based on regular visits, where people regularly meet the animals at certain intervals for therapeutic purposes. In the case of other therapies, the constant presence of animals and the effects they produce are used during the therapy. During therapeutic work, animals play a special role, helping people to heal, develop and achieve an improved quality of life.

**Keywords:** animal assisted activity, hippotherapy, physical development, mental problems, therapeutic methods

**65. Aspects Regarding the Sustainable Development of Lenauheim  
Commune, Timiș County**

**Camelia MĂNESCU<sup>1</sup>, Oana SICOE-MURG<sup>1\*</sup>, Ana-Mariana DINCU<sup>1</sup>, Anka PASCARIU<sup>1</sup>,  
Nicoleta MATEOC-SÎRB<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: oana.sicoe-murg@usvt.ro*

**Abstract.** In a society in constant evolution, the sustainable development of local communities is a crucial aspect for ensuring well-being and progress at the regional and national level. The study consists in identifying and understanding the factors that influence the development and quality of life in the commune of Lenauheim. The research methodology includes bibliographic study and the main methods of rural space analysis: multicriteria analysis and SWOT analysis. The natural, demographic, and economic resources of the commune, as well as the available infrastructure and public services, are researched. At the end of the paper, the authors identify the priority areas for the sustainable development of the commune: infrastructure, investments, local entrepreneurship, public services, environmental protection, tourism, and local culture.

**Keywords:** Lenauheim, sustainable development, analysis, resources.

**66. The Importance of Agriculture in the Economic Development of Ciumeghiu Commune, Bihor County**

**Camelia MĂNESCU<sup>1</sup>, Oana SICOE-MURG<sup>1\*</sup>, Tabita ADAMOV<sup>1</sup>, Teodor MATEOC, Anca NAN<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: oana.sicoe-murg@usvt.ro*

**Abstract.** Agriculture remains the main activity sector in the rural area. This sector provides jobs for a significant part of the population and, after decades of difficulties, still has a huge potential for development. The purpose of the paper is to emphasize the important role that agriculture has in the economic development of Ciumeghiu commune. The research methodology consists in the use of research data collection methods: observation, analysis, synthesis and the case study method, as well as data processing and interpretation methods: determination of indicators and statistical graphs. The authors present the economic development potential of the commune and a case study that follows the economic efficiency of a vegetable farm, as well as the determination of its main economic efficiency indicators. The paper ends with the main conclusions resulting from the research, which emphasize the importance of agriculture at the commune level.

**Keywords:** agriculture, development, commune, importance, Ciumeghiu.

**67. Analysis of Meat Consumption Preferences of Consumers from Timis County**

**Diana MARIN<sup>1\*</sup>, Ramona CIOLAC<sup>1</sup>, Iasmina IOSIM<sup>1</sup>, Camelia MĂNESCU<sup>1</sup>,  
Ana Mariana DINCU<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>, Cornelia PETROMAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: dianamarin@usvt.ro*

**Abstract.** An important role in modern man's diet of is played by meat from mammals and birds, cattle, pigs, goats, sheep, broilers, but also the edible organs, resulting from processing, which, for the human body, bring important nutrients for a good functioning but also to maintain health depending on the effort made in daily activity, in this sense a study was undertaken at the level of Timis County, with the aim of determining the reason for the lack of meat and meat products, determining the type of meat preferred by consumers depending on the species of origin, establishing the frequency of meat consumption and determining consumer preferences for the way meat is presented.

Studies carried out over time highlight the close relationship created between nutrition - physiological state - consumption needs, so that the weight is assessed taking into account the energy and protein needs of different foods, so that there is a balanced food ration. These food rations are differentiated by geographical area and are directly related to the level of economic development of the areas given, to their conditions and, above all, to the tradition of consumption of the population living there.

**Keywords:** meat, consumption, Timis County.

**68. Study Regarding the Evolution of the Trade Balance of the Meat Sector at National and Local Level**

**Diana MARIN<sup>1\*</sup>, Ramona CIOLAC<sup>1</sup>, Iasmina IOSIM<sup>1</sup>, Camelia MĂNESCU<sup>1</sup>,  
Ana Mariana DINCU<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>, Cornelia PETROMAN<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: dianamarin@usvt.ro*

**Abstract.** The national trade balance is represented by the net difference between the value of imports of goods and products and the one of exports of goods and products, in our case we are talking about meat and meat products manifested in a certain period of time, performing analyzes comparisons regarding the value of imports and exports of meat and edible products, vegetable and animal fats and oils, or meat and fish products at the national level, but also the comparison of the situation in this field in the period 2019-2021 of imports and exports of live animals and animal products, at the level of Timis County, and animal or vegetable fats or oils.

The aim of the studies was to find the most effective solutions for reorienting production to stimulate domestic consumption of meat and meat products from mammals and poultry, to stop importing and to stimulate meat exports.

At the level of Timis County, which has many resources for the processing industry, the trade balance in terms of live animals and animal products is not favourable, due to outbreaks of swine fever or avian influenza, while in the case of fats, animal and vegetable oils, the value of exports made by producers in Timis County is much higher than that of imports, in this case the trade balance is favourable for these production indicators for the area investigated.

**Keywords:** trade, meat, import, export.

## **69. The Cost of the Food Basket in Romania**

**Anamaria Roxana MARTIN<sup>1\*</sup>, Mircea CHIȚU<sup>1</sup>, Ioana Mihaela BĂLAN<sup>1</sup>, Tiberiu IANCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: anamaria.martin@usvt.ro*

**Abstract.** In general, the level of salaries in a country is a crucial factor in determining the ability of the population to afford their basic goods and services, including food. If salaries are relatively low compared to food costs, people may have difficulty meeting basic nutritional needs. Also, if the cost of food increases significantly compared to income, it can lead to a decrease in the standard of living and can have an impact on the health and well-being of the population.

The cost of the food basket may vary depending on the geographical region, season, personal preferences and price fluctuations in the market. It is an essential tool in assessing food needs and accessibility to basic food. This paper assesses Romania's situation regarding the food basket, its cost and its modifications.

**Keywords:** food basket, price, household, income.

## **70.** Table Setting-Restaurant Etiquette

**Iuliana Ioana MERCE<sup>1</sup>, Ioana Anda MILIN<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: iulianamerce@usvt.ro*

**Abstract.** The way the restaurant looks influences the atmosphere that takes shape and the mood that customers will have. In order to outline a space that makes them feel really good, it is necessary that the spaces in the restaurant are designed with meaning. Space planning, layout, is an aspect that must be taken into account. The actual design of the spaces also includes the layout that provides enough space for customer privacy, table placement, sound system, entrance area, lounge, etc. Arranging tables according to etiquette can get the host of an event in difficulty, but rules for placing cutlery at the table were created to help with this. A formal meal involves several dishes and drinks, so more cutlery, plates and glasses.

Arranging the table according to etiquette can put you in difficulty when you host a formal lunch, a festive dinner or even a brunch with friends. The good news is that the rules for placing cutlery at the table were in no way created to cause confusion.

The biggest difference between the casual table and the formal table is the use of support plates. Traditionally, the formal table tends to give up napkins, but one can opt to use a round napkin under a support plate for an even more formal look.

**Keywords:** space planning, table setting, event.

## **71. Theoretical Aspects Regarding the Advantages of a Mobile Fast Food**

**Iuliana Ioana MERCE<sup>1\*</sup>, Ioana Anda MILIN<sup>1</sup>, Nicoleta BUSA<sup>2</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania*

*\* Corresponding author: iulianamerce@usvt.ro*

**Abstract.** Mobile fast food has been an increasingly profitable business for more than a decade. Many HoReCa entrepreneurs choose this option because it is much less expensive than opening a restaurant. The documents and authorizations required for a mobile fast food are fewer and, given the smaller menu, the equipment for kitchen equipment is in a smaller number, although it is still a professional kitchen. Street food has also gained momentum in Romania, and well-located mobile fast foods are assaulted by customers especially in the morning and at noon. Food is served much faster than at the restaurant, so this is a good option for hurried customers who want to quench their hunger immediately.

Opening a food truck business comes with a unique set of advantages and challenges. Low upfront costs, flexibility and innovative branding opportunities are counterbalanced by the challenges of weather, limited space and strict regulations.

However, for entrepreneurs who are passionate about cooking and interacting with customers, a food truck can be a fulfilling and profitable path to success in the culinary world. With careful planning, creativity and hard work, a food truck can become not only a successful business, but also a vibrant part of the local community.

**Keywords:** mobile fast food, restaurant, food truck.

## **72. Conventional Agriculture - Theoretical Analysis of Profitability**

**Ioana Anda MILIN<sup>1\*</sup>, Ciprian RUJESCU<sup>1</sup>, Iuliana Ioana MERCE<sup>1\*</sup>, Oana SICOE-MURG<sup>1</sup>, Claudia SÎRBULESCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: andamilin@usvt.ro*

**Abstract.** Conventional farming is currently "under pressure" compared to organic farming. These two systems, different in their mode of action, each have advantages and disadvantages. However, although it seems that conventional agriculture is "losing ground" in favor of ecological/organic agriculture, we must not minimize the role of conventional agriculture. Conventional agriculture is based on the concentration of production, widely uses different components of the technical system, chemical fertilizers / pesticides. On the other hand, conventional agriculture produces competitive products, for the market, through intensive cultivation, based on the concentration and specialization of production. This concentration determines the minimization of production costs and the maximization of profit. All this is done through profitability analyses, at the level of each farm. These analyzes start from numerous theoretical aspects that must be well mastered by exploitation managers. The aspects related to profitability, in general, and profitability threshold at the level of agricultural holdings, who practices conventional agriculture, are analyzed during the work.

**Keywords:** conventional, farming, profitability, agricultural system, effect.

### **73. Analysis of Some Indicators Regarding European Touristic Activity**

**Ioana Anda MILIN<sup>1\*</sup>, Carmen Simona DUMITRESCU<sup>1</sup>, Ciprian RUJESCU<sup>1</sup>, Marius GORDAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: andamilin@usvt.ro*

**Abstract.** The Covid-19 pandemic represented a moment when the tourist activity in many states was affected primarily due to the travel restrictions imposed by the authorities, but also the protective measures necessary to limit the spread of the virus. All these affected all forms of tourism, a fact that reflected on normal activity, especially in international tourism. The aim of the paper is to outline as clear a picture as possible of the tourist activity in 2021, by analysing the data with the help of statistical methods and graphic representation.

The article is based on the study of documents issued by European institutions referring to tourism sector evolution in the COVID-19 pandemic. Secondary data used in descriptive research was collected using documents that are available online on institutions' websites. As research methods used, the observation and analysis of data were mainly used.

Although the tourism sector is essential for economic growth, its full potential has not been realized in all countries. Despite increases in receipts and expenditures, some nations still struggle to fully capitalize on tourism's benefits. Overall, tourism remains a crucial economic drive and a popular means of stress relief, with varying effects across different EU countries.

**Keywords:** indicators, tourism, evolution, effects, activity.

**74. The Intensive Production Sistem of Table Grapes on the Pergola Sistem vs the Traditional Trellis Sistem**

**Natalia MOCANU<sup>1\*</sup>, Andrei BOTEZATU<sup>2</sup>**

*<sup>1</sup>State University of Moldova, Chisinau, Republic of Moldova*

*<sup>2</sup>Technical University of Moldova, Republic of Moldova*

*\* Corresponding author: mocanunatalia@gmail.com*

**Abstract.** In the Republic of Moldova, viticulture holds significant economic importance, and methods of producing table grapes have evolved and diversified over time. A crucial aspect of this evolution is the implementation of intensive production systems like the pergola system, as opposed to traditional methods such as the standard espalier system. Intensive table grape production using the pergola system has gained popularity due to its efficiency in space utilization, optimization of yield, and ability to produce superior quality grapes. Compared to the standard espalier system, which involves vertical vine growth, the pergola system offers better sun exposure, improving the quantity and quality of fruit. This paper focuses on comparing the intensive table grape production system using the pergola system to the standard espalier system in the Republic of Moldova. We will explore the benefits and challenges associated with each system, the impact on yield and the quality of the harvest.

**Keywords:** Pergola system, espalier system, grapevine, productivity, effectiveness.

## **75. Fiscal Changes in 2024 and Their Impact on Tourist Units in Romania**

**Monica OCNEAN<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: monicaocnean@usvt.ro*

**Abstract.** Starting with the year 2024, one of the conditions for classifying a Romanian legal entity as a micro-enterprise will be changed, in the sense that the respective Romanian legal entity must have associates/shareholders who hold, directly or indirectly, more than 25% of the value/number of shares or voting rights and be the only micro-enterprise established by the associates/shareholders. The previous condition stipulated that the Romanian legal entity must have associates/shareholders who hold more than 25% of the value/number of participation titles or voting rights in no more than three micro-enterprises. At the same time, a new condition is introduced for classification as a micro-enterprise: the respective company must have submitted the annual financial statements on time. A new provision is introduced that specifies that the limit of 500,000 euros is calculated by adding up the company's income with the income of the enterprises related to it, as defined by Law no. 346/2004 on stimulating the establishment and development of small and medium enterprises.

**Keywords:** micro-enterprise tax, legal entities.

## **76. Cost-Benefit Study in the Tourism Industry in 2024**

**Monica OCNEAN<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: monicaocnean@usvt.ro*

**Abstract.** Globally, certain sub-sectors of tourism, sustainability and technology are crucial factors for tourism development. Adventure tourism, ecotourism and wellness tourism have positive spillover effects, for example, on agritourism and cultural activities. Moreover, sustainability is increasingly important in tourism, especially in the case of adventure destinations and advanced ecotourism. Globally, domestic tourism is much larger than international tourism. A domestic tourist trip is one with a primary destination in the visitor's country of residence. In Organization for Economic Co-operation and Development (OECD) member countries, domestic tourism accounts for 75% of total tourism expenditure, while in the EU, domestic tourism expenditure is 1.8 times higher than inbound tourism expenditure. Moreover, due to restrictions on international mobility induced by COVID-19, domestic tourism gained strength during this period.

**Keywords:** salary costs, depreciation expenses, tax benefits.

## **77. Communication Strategies in Agricultural Campaigns**

**Anka Roxana PASCARIU<sup>1\*</sup>, Marius GORDAN<sup>1</sup>, Iamina IOSIM<sup>1</sup>, Tabita ADAMOV<sup>1</sup>,  
Tiberiu IANCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: anka.suba@usvt.ro*

**Abstract.** In recent years, agriculture has undergone significant evolution, not just in terms of techniques and technologies, but also in the way information is disseminated within the sector. Communication strategies have become essential for all stakeholders, including farmers, agribusinesses, policymakers, and consumers. Effective communication helps bridge the gap between these groups, ensuring that critical information such as best practices, market trends, and policy changes reach the right audience at the right time. By leveraging a mix of traditional and modern communication channels, the agricultural sector can foster a more informed and connected community, ultimately leading to a more resilient and sustainable agricultural system.

In this study, we utilized various research approaches to conduct a thorough examination of the topic. Initially, we conducted a literature review to compile existing knowledge and theoretical foundations relevant to our subject. This process entailed scrutinizing a range of academic sources such as books, peer-reviewed journals, and reputable online publications. The literature review laid a strong groundwork for grasping the present research landscape, pinpointing areas for further exploration, and shaping research inquiries.

In conclusion, agriculture remains indispensable in the modern era for ensuring food security, driving economic growth, and promoting environmental sustainability. As we progress, it is crucial to innovate and adopt sustainable practices to meet the growing needs of the global population while protecting the planet.

**Keywords:** communication, agriculture, communication campaigns, communication strategies.

## **78.** Podcasts - A New Form of Storytelling in Agriculture

Anka Roxana PASCARIU<sup>1\*</sup>, Marius GORDAN<sup>1</sup>, Dragoş CHENDE<sup>1</sup>,  
Camelia MĂNESCU<sup>1</sup>, Anda MILIN<sup>1</sup>, Tabita ADAMOV<sup>1</sup>, Tiberiu IANCU<sup>1</sup>

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: anka.suba@usvt.ro*

**Abstract.** In a world saturated with images, listening has become a challenging skill. This is why podcasts about agriculture have gained immense popularity in recent times. People are beginning to recognize that the on-demand aspect of this medium, its primary method of consumption through listening, and the depth of the stories it can convey could potentially represent the new branch of media content. Additionally, engaging with this medium can serve as a beneficial mental workout to keep our brains sharp. Before modern technology, audio storytelling existed, but the rise of podcasts has transformed the accessibility and appeal of this form of storytelling.

In this paper, we employed a range of research methods to ensure a comprehensive analysis of the subject matter. First and foremost, a literature review was conducted to gather existing knowledge and theoretical frameworks related to our topic. This involved analyzing a variety of academic sources, including books, peer-reviewed journals, and reputable online publications. The literature review provided a solid foundation for understanding the current state of research, identifying gaps, and formulating research questions. Also we utilized a SWOT analysis to provide a comprehensive evaluation of our subject.

The rise of podcasts dedicated to agriculture is a fantastic development. These podcasts provide a convenient way for farmers and enthusiasts to stay informed about the latest trends, technologies, and innovations in the field. They offer expert insights, interviews with industry leaders, and practical tips that can be easily accessed anytime, anywhere. This makes it easier for agricultural professionals to continue their education and adapt to new challenges and opportunities

**Keywords:** communication, agriculture, podcasts, advertising.

**79. Research Regarding Traditional Agri-Food Products from the Banat Mountains**

**Paula Diana PEEV-OTIMAN<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1,2\*</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*Romanian Academy - Branch of Timisoara, Research Center for Sustainable Rural Development of Romania, Timisoara, Romania*

*\* Corresponding author: nicoletamateocsirb@usvt.ro*

**Abstract.** The Romanian rural economy in general, and rural tourism - an important component of sustainable rural development - in particular, have been confronted in the last three decades with the strongest international economic and social trends of globalisation and standardisation, by taking over and generalising agricultural, food and gastronomic practices, procedures and processes laid down in European framework regulations. Due to the unprecedented increase in the speed of movement of information, people and capital, this phenomenon, generically referred to as globalisation, has had and continues to have a number of positive economic, social and cultural aspects, the effects of which cannot be disputed. Parallel to the phenomenon of globalisation, standardisation, phenomena opposite to globalisation and standardisation have also emerged in many countries, regions, areas and communities, areas of economic and social-cultural activities, tendencies of return, promotion and expansion of traditional, identity-based activities. This phenomenon has become increasingly evident in the last two or three decades in European countries such as Italy, France, Spain, Greece, Austria and, more recently, in the Eastern European countries that joined the EU after 2005 and 2007. In this paper we aim to present the possibilities of knowledge and extension of the production of some traditional products in the households of two areas in the South of Mountainous Banat - the Danube Plain and the Almăj Valley - and their economic effects on rural tourism in these areas.

**Keywords:** development, rural tourism, traditional products, Banat mountain.

**80. Sustainable Rural Development in the Country Of Hațeg - Retezat  
Through Rural Tourism**

**Paula Diana PEEV-OTIMAN<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1,2\*</sup>, Andrea FEHER<sup>1</sup>, Miroslav RAICOV<sup>1</sup>,  
Gabriel ȘUSTER<sup>1</sup>, Adrain BĂNEȘ<sup>1</sup>, Cosmin SĂLĂȘAN<sup>1</sup>, Păun Ion OTIMAN<sup>1</sup>**

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

*2Romanian Academy - Branch of Timisoara, Research Center for Sustainable Rural Development of  
Romania, Timisoara, Romania*

*\* Corresponding author: nicoletamateocsirb@usvt.ro*

**Abstract.** In Romania, there is a country - Tara Hațegului - which, in our opinion, in terms of tourist, historical, cultural, spiritual or scientific interest, is not surpassed by any other Romanian country. The unparalleled density of historical vestiges, from ancient-Dacian and Roman to medieval, churches with the oldest documentary evidence in Romania, the existence of the dinosaur geo-park, national parks and scientific reserves, ethno-folkloric and gastronomic customs and traditions, particularly well preserved and preserved, make Tara Hațegului one of the most attractive tourist areas of our country. The best possible exploitation of all the natural and man-made resources of Tara Hațegului for the development of rural tourism can only be achieved by involving the rural communities in this field and, implicitly, the inhabitants willing to develop tourist activities that contribute to the development of the local economies of the communities. The authors of this paper present development possibilities in the Hațeg - Retezat area, based on the exploitation of the natural and anthropic resources of the area from a tourism point of view.

**Keywords:** rural tourism, tourism resources, rural tourism typologies, tourism management.

**81. Gentrification and/or Touristification?**

**Cornelia PETROMAN<sup>1</sup>, Diana MARIN<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>, Daniela VĂLUȘESCU<sup>1</sup>,  
Mihaela ALBULESCU<sup>2</sup>, Ioan PETROMAN<sup>1</sup>**

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

*2 Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

**Abstract.** This paper is an attempt at answering the question: Gentrification and/or touristification? The two phenomena share two features (main points – whether the improvement of physical environment is distributed to the residents of low-income class, and whether residents should move involuntarily because land price increases and privacy violations – and physical environment – It is more likely to happen in places with attractiveness such as architecture, historical and cultural heritages, and scenery), but differ from three points of view (gentrifier – improvement of commercial and residential environment vs. occurs in combination; process – residents of low-income groups continue to leak, and high-income people occupy the space instead vs. residents leaked only; negative effects – migration of low-income families vs. migration of low-income families + garbage dumping and privacy invasion).

**Keywords:** gentrification, urban area, touristification, tourism.

## **82. Experience Economy, Experience Industry and Experience Pastoral Tourism**

**Cornelia PETROMAN<sup>1</sup>, Mihaela ALBULESCU<sup>2</sup>, Maria SAUER<sup>2</sup>, Loredana VĂDUVA<sup>1</sup>,  
Ana-Gina ARMAȘ<sup>2</sup>, Ioan PETROMAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

**Abstract.** This paper distinguishes between goods (merchandise or possessions) – whose purchase leaves the customer with a physical object to keep services (intangible, value-added activities that a company provides to its customers) – which leave the customer with something done for him or his possessions or on his behalf; and experiences (events or occurrences which leave an impression on someone) – which leave the customer with the memory of the encounter with the experience provider. The paper analyses the goods – services – experiences sequence in tourism following the patterns of experience economy and experience industry. The material use in this study consists in articles and books on experience economy, experience industry, and experience tourism. The research methods used are the bibliographic method and the comparative method (are compared the three aspects mentioned above to identify the evolution experience economy to experience tourism).

**Keywords:** experience, experience economy, experience industry, experience tourism.

### **83. Behavioural Finance and Investors in Tourism**

**Ioan PETROMAN<sup>1\*</sup>, Loredana VĂDUVA<sup>1</sup>, Ana-Gina ARMAŞ<sup>2</sup>, Mihaela ALBULESCU<sup>2</sup>, Diana MARIN<sup>1</sup>, Maria SAUER<sup>2</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: i\_petroman@yahoo.com*

**Abstract.** Behavioural finance investigates the psychological and sociological issues that influence the process of decision-making of individuals, groups, and organizations. This paper discusses the general principles of behavioural finance in tourism investors such as financial cognitive dissonance, overconfidence, prospect theory, and regret theory, which are the source of mistakes and errors in business. Those who invest in tourism (tourism companies and hotel facilities) should be aware of the biases associated with the general principles of behavioural finance to be able to resolve these “mistakes and errors” when choosing the investments matching their personality traits.

The material used in this paper consists in literature on behavioral finance and on the biases associated with the general principles of behavioral finance. The research method is bibliographical. Tourism investors should be aware of the biases associated with the general principles of behavioural finance to be able to resolve “mistakes and errors” when choosing “the investments that match their personality traits.

**Keywords:** behavioural finance, investors in tourism, investment, decision-making.

### **84. Effects of Tourism: Gentrification**

**Ioan PETROMAN<sup>1\*</sup>, Daniela VĂLUŞESCU<sup>2</sup>, Mihaela TOHT<sup>2</sup>, Ioan SAUER<sup>2</sup>, Cornelia PETROMAN<sup>1</sup>, Loredana VĂDUVA<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: i\_petroman@yahoo.com*

**Abstract.** Gentrification or gentrifying is seen, by some authors, as the process in which a working-class urban area and neighbourhood is changed/transformed/turned into a recreational/residential area/neighbourhood for the middle and upper-middle classes – thus substituting a social group for another. This phenomenon affects mainly Mediterranean countries (and cities) such as Spain, Italy, and Portugal, and extremely rarely Asian countries such as South Korea. Gentrification has negative effects on both the urban area and its inhabitants.

The material used in this study consists in articles and books on the phenomenon of gentrification to define it and to establish its typology. The research method used is bibliographic. There are several types of gentrifications, but all of them are not dully defined: commercial gentrification, industrial gentrification, physical gentrification, residential gentrification, rural gentrification, school-district gentrification, studentification, tourism gentrification, transnational gentrification, and urban gentrification.

**Keywords:** gentrification, urban area, tourism, negative effects.

## **85.** An Overview of the Banat Gastronomy

**Luminita PIRVULESCU<sup>1</sup>, Tiberiu IANCU<sup>1</sup>, Claudia SIRBULESCU<sup>1</sup>, Mariana Ramona CIOLAC<sup>1</sup>,  
Diana-Nicoleta RABA<sup>1</sup>, Gabriela POPESCU<sup>1</sup>, Anca DICU<sup>2\*</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*<sup>2</sup>"Aurel Vlaicu" University, Faculty of Food Engineering, Tourism and Environmental Protection, Arad,  
Romania*

*\* Corresponding author: anca.dicu@uav.ro*

**Abstract.** Specific features of people's diets are evident in their gastronomic preferences, with some elements also found in their daily eating habits. Thus, what is commonly referred to as a people's tradition refers more to particular specific dietary features.

History has made the Banat region a patchwork of different cultures, given the successive occupations of the Roman, Byzantine, Ottoman and Austro-Hungarian Empires. The richness of the natural and cultural heritage is given both by the uniqueness of the fauna and flora and by the ethnography and folklore preserved unaltered in this region. The traditional cuisine of this region is fascinating in its richness and variety, an effect of the influence of the nationalities living in this multi-ethnic area. The gastronomy is very diversified and representative of this Euroregion thanks to the mix of different traditional cuisines specific to the ethnic groups that have lived together for hundreds of years in this region.

**Keywords:** gastronomy, traditions, Banat, traditional dishes, culinary influences.

## **86. Mineral Composition - Rice vs. Wheat**

**Luminita PIRVULESCU<sup>1</sup>, Tiberiu IANCU<sup>1</sup>, Tabita ADAMOV<sup>1</sup>, Mariana Ramona CIOLAC<sup>1</sup>,  
Ramona BACTER<sup>2</sup>, Despina-Maria BORDEAN<sup>3\*</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Oradea, Faculty of Environmental Protection, Romania*

<sup>3</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Food Engineering, Romania*

*\* Corresponding author: despinabordean@usvt.ro*

**Abstract.** In the last decade, globalization and accelerated consumption have led to a worrying increase in lifestyle-related diseases, among the most serious being diabetes and heart disease. Thus, numerous studies have been developed on reducing the incidence and severity of lifestyle-related diseases with a focus on the mineral content, antioxidant potential and glycemic index of foods. In this context, a number of cereal grains may show promise as medicinal and health foods.

Rice and wheat are some of the most important plants in the human diet. They are rich in carbohydrates, protein, minerals (K, Mg, Zn, P and Fe), vitamins (riboflavin, thiamin, niacin and alpha-tocopherol) and dietary fiber.

The paper makes a comparative study between data obtained by XRF analysis and average values from different databases on the mineral content of two cereal species: wheat and rice.

**Keywords:** rice, wheat, chemical composition, minerals, XRF analysis.

## **87.** Aspects of Sustainable Packaging Today

**Gabriela POPESCU<sup>1</sup>, Cosmin Alin POPESCU<sup>1</sup>, Tiberiu IANCU<sup>1</sup>, Tabita ADAMOV<sup>1</sup>,  
Luminița PÎRVULESCU<sup>1</sup>, Iasmina IOSIM<sup>1</sup>, Ramona Mariana CIOLAC<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

*\* Corresponding author: ramonablaga2005@yahoo.com*

**Abstract.** The last few years have been marked by an increasing demand for sustainable materials and practices. Thus, a series of measures have been implemented, which involve obligations and recommendations for the use of sustainable packaging. These include: re-use and refill targets, return-warranty systems, certain aspects of labelling, certain restrictions on packaging formats, including single-use plastic packaging, targets for reducing packaging waste, aspects of recyclable packaging.

Research and development in biodegradable packaging continues to advance, bringing new innovations and solutions to meet these challenges and facilitate their widespread adoption. Given the positive influence that these packaging solutions can have on the environment and consumer health, it is vital that both companies and consumers are informed and consider the use of biodegradable packaging in the purchasing and consumption process. Encouraging and supporting biodegradable packaging manufacturers through policy and regulations can also play a crucial role in accelerating the uptake of these solutions.

**Keywords:** packaging, sustainable, recycling, waste, circular economy.

## **88. Socio-Economic State of Timiș County in the National Context**

**Miroslav RAICOV<sup>1</sup>, Adrian BĂNEȘ<sup>1\*</sup>, Andrea FEHER<sup>1,2</sup>, Nicoleta MATEOC-SÎRB<sup>1,2</sup>,  
Păun Ion OTIMAN<sup>1</sup>**

<sup>1</sup>*Romanian Academy - Timisoara Branch, Research Centre for Sustainable Rural Development of Romania,  
Timisoara, Romania*

<sup>2</sup>*University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: [adrian.banes@academiatm.ro](mailto:adrian.banes@academiatm.ro)*

**Abstract.** In this paper the authors analyze the socio-economic situation of Timis County in a national context. The gross domestic product, total investments, foreign direct investments, respectively the trade balance, which is positive, place the county on the first places in Romania. The economy is quite well developed and diversified including automotive components, IT, agriculture and food industry. The large number of enterprises absorbs both the labor force from the county and neighboring counties, resulting in an unemployment rate much lower than the national average. All these entitle us to conclude that Timis County represents one of the most important poles of economic growth in the country after the capital.

The methods used were analysis, synthesis, the method of comparison, deduction and induction. The primary data used in the elaboration of this paper were taken from the National Institute of Statistics, Eurostat, the National Bank of Romania, and from various national and international publications in the field, based on which we made our own calculations and interpretations.

According to what was previously presented, we allow ourselves to say that Timiș County represents one of the most important and attractive growth poles in Romania after the Capital, with a high level of well-being of life, compared to the other counties of the country.

**Keywords:** GDP, investments, trade balance, development, Timis County.

**89. Statistical Observations Regarding Mountain Tourist Routes in Romania**

**Ciprian RUJESCU<sup>1\*</sup>, Ioana Anda MILIN<sup>1</sup>, Andrea FEHER<sup>1</sup>, Adrian FIRU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: rujescu@usvt.ro*

**Abstract.** Currently in Romania there are over 950 approved mountain trails. This paper presents their statistical distribution according to certain parameters that characterize them. Direct comparisons are made between different geographical regions in order to study the homogeneity of the routes distribution. Certain economic implications that are the result of this distribution are also discussed.

The statistical data used in the study are those reported by the Romanian Ministry of Entrepreneurship and Tourism in the List of approved mountain tourist routes. The SAS Studio software package was used for statistical processing. The data that contain the number of tourists per county in 2023 was used to determine the ratio between the number of tourists and the number of routes logged. The statistical summary, frequency tables, diagrams with relative deviation were followed.

In Romania, there are 21 counties where there are approved mountain tourist routes. Half of the number of tourist routes is concentrated in 7 counties: Braşov, Bihor, Harghita, Suceava, Cluj and Sibiu. Most of them can be found in Braşov county. Following the number of tourists in the counties that have mountain trails, the ratio between them and the number of trails was also studied.

**Keywords:** statistics, tourism, mountain routes.

**90. Mathematical Aspects Regarding the Statistical - Economic Analysis of Financial Audit Strategies**

**Lia Sanda ROTARIU<sup>1\*</sup>, Adrian VĂRȘĂNDAN<sup>3</sup>, Monica OCNEAN<sup>1</sup>, Elena TONEA<sup>1</sup>, Antoanela COZMA<sup>2</sup>, Gheorghe Adrian FIRU NEGOESCU<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*<sup>2</sup>University of Life Sciences „King Mihai I” from Timisoara, Faculty of Agriculture, Romania*

*<sup>3</sup>Secondary school no. 19 Avram Iancu, Timisoara*

*\* Corresponding author: liarotariu@usvt.ro*

**Abstract.** The paper aims to analyze the decision-making process of financial auditors with regard to the adjustments that can be applied in a model that describes how financial auditors may negotiate decision-making processes. Therefore, the analysis identifies the dependent and interdependent variables comprised within the category of competitive, concession or compromise tactics and distributive strategies. Several aspects are taken into consideration in the case study: socio-demographic, financial and technical positioning, as well as managerial aspects. The socio-demographic aspect of the statistical analysis determined by the 5 independent variables; the position held within the audit firm, the experience in years, gender, the length of time he was a member of the audit team of the same client and the time of the audit firm, found in part of the evaluated questionnaire. The result of the discussions regarding the adjustments was accepted, regarding the testing of the mentioned hypotheses, even if group differences appear, they did not prove to be statistically significant, that is, the research hypotheses are accepted.

**Keywords:** audit, correlation, statistics, negotiation.

**91. Social and Cultural Dimension of Rural Development as Expected by Rural Actors in 2023**

**Cosmin SĂLĂȘAN<sup>1</sup>, Iasmina IOSIM<sup>1</sup>, Cosmina TOADER<sup>1</sup>, Raul PAȘCALĂU<sup>2</sup>  
Carmen Simona DUMITRESCU<sup>1\*</sup>**

<sup>1</sup>*University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*University of Life Sciences "King Michael I" from Timisoara, Faculty of Agriculture, Timisoara, Romania*

\* *Corresponding author: carmendumitrescu@usvt.ro*

**Abstract.** Preparing for the use of rural development resources publicly provided by the National Strategic Plan (NSP) as part of the Common Agricultural Policy as co-financing for different public or private projects the current exercises for Local Development Strategies created the environment for enabling the participatory construction by direct involvement of local actors. Among the options at hand for designing the future rural development of their territories the multi-fund approach together with the internal resources of NSP offered the ground to extend the economic development outside agriculture. Education, social aspects, culture, or various social and health services were seriously considered and incorporated as immediate and important demand in the future strategies. The current paper investigates the options and the importance of the social and cultural dimensions assessed by the rural actors, particularly by the private players, and expected to happen in the near future. The selection and the amplitude of the demand is corroborated with the profile of the actors where age, education and activity are deemed of central importance. Surprisingly, the expectations and the variation of activities are rich and beyond the common sense proving the local actors understand well the importance and the place of social and cultural activities for both present and future horizons. The choice and the volume of the demand point equally towards clear formulated actions for their kids and family as well as for the long-term needs regarding a more demanding environment for elderly people in the future. The findings indicate a clear and solid evolution towards a maturity level concerning the project-based actions and strategic orientations for mid-term developments.

**Keywords:** social, cultural, rural development, National Strategic Plan.

## **92. Aspects Regarding the Incurred Expenses Made by Non-Resident Tourists in Romania, in 2022**

**Oana Maria SICOE-MURG<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1</sup>, Teodor MATEOC<sup>1</sup>,  
Camelia MĂNESCU<sup>1\*</sup>, Ana-Mariana DINCU<sup>1</sup>**

<sup>1</sup> *University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: [cameliamanescu@usvt.ro](mailto:cameliamanescu@usvt.ro)*

**Abstract.** Romania has a discreet presence on the map of European tourism. Without a good promotion strategy, without brand or identity, without investment in external promotion, without vision, Romania loses the chance to attract more foreign tourists and will not succeed in aligning European tourism. Tourism represents a specific activity, which can be considered an economic activity, but also as an individual or group activity of people with predominantly recreational, cultural or spa purposes. The total number of non-resident tourists staying in tourist accommodation structures, in 2021, was 837,700 and their expenses amounting to 1.970 billion lei. In 2022, the total number of non-resident tourists staying in tourist accommodation structures almost doubled to 1.579 million, their expenses amounting to 4.280 billion lei, i.e., on average, a non-resident tourist had spent 2709.4 lei. Besides these aspects related to the number of non-resident tourists staying in Romania, we will present what was the purpose of the non-resident tourists' visit to our country, the reason for the trip, the means of transport preferred by non-resident tourists, but also aspects related to the travel organizer.

**Keywords:** tourists, non-residents, transport, purpose of travel, expenses.

**93. Inflation - "The Number 1 Enemy " and its Consequences for the European Economy**

**Oana Maria SICOE-MURG<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>1</sup>, Teodor MATEOC<sup>1</sup>,  
Camelia Maria MĂNESCU<sup>1\*</sup>, Ioana Anda MILIN<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: cameliamanescu@usvt.ro*

**Abstract.** With the pandemic abating and the prospect of further lockdown episodes fading, the whole world was looking forward to the strong recovery predicted for 2022. In addition to economic growth, forecasts were generally agreed that inflation, which had risen in the previous months, would begin to fall as the basic effects of the short period of deflation of the pandemic. Not only, for a number of reasons, were these expectations not fully fulfilled, but February 2022 pushed events in a totally unexpected direction, ushering in an era of difficulties of an unprecedented complexity in the last decades of European history. While the direct consequences of the war in Ukraine on the insurance industry remain rather minor, the indirect consequences, such as volatility in capital markets or weaker growth prospects, weigh much more heavily. Among these, the galloping inflation that has hit all the world's economies is "Enemy No. 1" on a global scale, its impact on the insurance business being complex and substantial.

The advance registered during the pandemic in the adoption of digital technologies will certainly help insurers in dealing with the impact of inflation. Reduction of operating costs, optimization of the claims management process, better risk control, are only some of the expected results. In fact, even from the customer's perspective, digital technologies could bring important benefits, such as reducing costs for car insurance assisted by telematics technologies.

**Keywords:** inflation, economy, insurance, energy crisis, cost.

**94. An Analysis of the Main Economic Indicators Specific to Romanian Agriculture**

**Vanesa-Luisa SIDOR<sup>1\*</sup>, Daniela HARANGȘ<sup>1</sup>**

*<sup>1</sup>"Aurel Vlaicu" University of Arad, Faculty of Economic Sciences, Romania*

*\* Corresponding author: vanesa.sidor@gmail.com*

**Abstract.** Measuring and subsequently analyzing the situation in a sector is one of the best methods to obtain a real and effective analysis of it, even more so when it comes to an extremely important area, such as agriculture. Therefore, this research aims to analyze the structure and the dynamics of the main economic indicators that are specific to Romanian agriculture in order to be able to determine the current image of this field of activity, indicating its strengths and weaknesses. In this sense, the materials used in this paper come from official European and national sources; the main data used for this research are statistical ones and those that indicate the real values of the Romanian agricultural economy.

Agriculture in Romania is extremely important, precisely because in this country it represents what could be called, economic normality, as for example „in 2010, out of the 23.8 million hectares that make up the territory of Romania, the agricultural area used in agricultural holdings was about 13,3 million ha (55.9%), of which about 8.3 million ha is arable land”. Hence, even if according to statistical data, the situation is not favorable for development in accordance with the current pace, it can develop positively through the prism of the technology available to the current generation.

**Keywords:** agriculture, economics, indicators, statistics.

## **95. Evolution of Revenues from the Value Added Tax in Romania**

**Elena Claudia SÎRBULESCU<sup>1</sup>, Luminița PÎRVULESCU<sup>1</sup>, Andre FEHER<sup>1</sup>, Tiberiu IANCU<sup>1\*</sup>**

*<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: tiberuiiancu@usvt.ro*

**Abstract.** The paper addresses the evolution of VAT revenues in Romania. The value added tax (VAT) is considered the main indirect tax in terms of the volume of receipts to the state budget, but also by the scope of application. Through the conducted study, the authors identified how efficient the collection is, but also the gap of the value added tax. In order for the VAT system to become efficient, the factors that can determine this must be taken into account: the characteristics of VAT (VAT rates, exemptions granted, tax base, etc.), the compliance of taxpayers, to which is added the capacity of tax administrations to manage the charging system as efficiently as possible.

In the present article, the authors presented the added value and analyzed the evolution of the value added tax collections in Romania. Regarding theoretical aspects, but also the specialized literature, the changes introduced in the legislation regarding the tax based on the work. For the following years, the revision of the reductions of the value added tax rates and exemptions, to reduce the gap that has occurred, would determine the increase of VAT revenues and improve the overall efficiency of the tax systems.

**Keywords:** value added tax, tax, revenues.

## **96. Evolution of Interest Rates Relating to Bank Loans and Deposits in Romania**

**Elena Claudia SÎRBULESCU<sup>1\*</sup>, Simion ALDA<sup>2</sup>, Mariana CHIRILĂ<sup>3</sup>, Daniel CHIRILĂ<sup>3\*</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*University of Life Sciences „King Mihai I” from Timisoara, Faculty of Engineering and Applied Technologies, Romania*

<sup>3</sup>*Politehnica University of Timisoara, Romania*

*\* Corresponding author: claudiasirbulescu@usvt.ro*

**Abstract.** It is widely known that the level of interest rates related to loans is of primary importance, especially when it comes to the relaunch of growth in the Romanian economy. Depending on the size of the installments, the crediting of the investments can be made to a lesser or greater extent. The exit from crisis and also the relaunch of the economic growth will be unlikely without the investments secured through credits. Bank deposits are a source of financing for bank loans. I also considered as enlightening the prospect of presenting the difference between the level of interest on granted loans and those for established deposits.

The data presented by the authors in this paper were collected from the statistics of the National Bank of Romania, as well as the monthly Bulletins in the period 2014-2021. Based on the collected information, the authors performed their own calculations and interpreted, as well as produced a series of tables and diagrams.

A favorable economic environment will improve business relations, increase investments and perfect competition, but also advance the rate of absorption of European funds and improve the efficiency and quality of public administration, the legal system, the performance in economic growth in line with the increase in financial efficiency, the reduction, the interest rate on loans, constitute some premises for the improvement of the lending activity of non-financial companies and the population, and the achievement of sustainable convergence, as well as the adoption of the euro currency.

**Keywords:** loan interest rate, deposit interest rate, bank loans, bank deposits.

## **97. Economic-Financial Assessment of Full-Fat Cheese Production**

**Jonel SUBIĆ<sup>1\*</sup>, Marko JELOČNIK<sup>1\*</sup>, Vesna GANTNER<sup>2</sup>**

*<sup>1</sup>Institute of Agricultural Economics, Belgrade, Serbia*

*<sup>2</sup>J. Strossmayer University of Osijek, Faculty of Agrobiotechnical Sciences, Osijek, Croatia*

*\* Corresponding author: jonel\_s@iep.bg.ac.rs*

**Abstract.** Favorable natural conditions point out to possibility for developing a very diverse agricultural production at the territory of the Republic of Serbia, and therefore to achieve significantly better production results, primarily in the livestock sector. Meanwhile, considering the period 2012-2023., in livestock sector occurs negative trend: there have come to decrease in number of farms specialized in livestock production (for 41.54%), as well as decrease in number of cattle heads (for 20.12%), or farms engaged in milk production and processing (drop for even 62.94%). In order to encourage other profitable activities related to the farm, Serbian Ministry of Agriculture has launched the support measures for process of investing in production and processing of agri-food products at the farm level, while the commercial banks are approving the subsidized loans to farmers towards the purchase of fixed assets and financing the permanent working capital. Besides, wanting to give greater support to farms to step in the milk processing, performed research was focused to assessment of economic effectiveness of investment in production of full-fat cheese. Business idea assumes the purchase of 70 dairy heifers, investments in required facilities, or equipment and cold storage that will be used in milk processing. The economic justification of the made investment will be assessed through static and dynamic indicators, or indicators for investment evaluation under the conditions of risk and uncertainty. Gained research results indicates that the investment in full-fat cheese production at certain farm could be highly welcome business decision.

**Keywords:** farm, livestock sector, economic effectiveness of investment, full-fat cow cheese production.

**98. Sustainable Business Development - the Perspective of Social Responsibility Strategy**

**Cosmina-Simona TOADER<sup>1\*</sup>, Iveta UBREŽIOVÁ<sup>2</sup>, Jakub SKORUPA<sup>3</sup>,  
Andrea FEHER<sup>1</sup>, Ciprian RUJESCU<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timișoara, Faculty of Management and Rural Tourism,  
Romania, Timisoara*

<sup>2</sup>*Catholic University in Ružomberok, Faculty of Education, Slovakia*

<sup>3</sup>*Poznań University of Technology, Poznań, Poland*

*\* Corresponding author: cosminatoader@usvt.ro*

**Abstract.** Social responsibility is considered a business culture that is based on economic and social equity, fair behavior, integrity, moral principles and investment in the community, thus ensuring the connection between the private environment and the community, as well as sustainable development. Social responsibility aims to improve the quality of life and provide numerous opportunities to community members. Social responsibility is seen as a practical, results-oriented tool that comes up with solutions and opportunities for solving problems of a social and ecological nature, through the active involvement of the private environment.

Social responsibility should be seen as an investment, and not as a cost, as is quality management. Businesses can take a comprehensive approach from a financial, commercial, but also social point of view, and this fact leads to a long-term vision, which involves the minimization of risks.

Social responsibility must be an integrated part of the small and medium businesses development strategy, but which does not endanger the smooth running of the activities carried out, but rather represents a side of their responsibility towards society.

**Keywords:** business, sustainability, strategy.

**99. Best Management Practices of Cultural Institutions Managers During the Covid19 Pandemic**

**Aurora Eleonora TWAROWSKA<sup>1\*</sup>, Nicolae BIBU<sup>1\*</sup>**

<sup>1</sup>*West University Timisoara, Faculty of Economics and Business Administration, Timisoara, Romania*

*\* Corresponding author: auratwarowska@yahoo.com, nicolae.bibu@e-uvt.ro*

**Abstract.** The paper presents the results of a qualitative survey based on interviews about several best management practices used by the cultural institutions managers to mitigate the negative effects on the arts world of the crisis generated by the COVID 19 pandemic. This crisis has generated a continuously changing new reality characterized by several highly new obstacles. For the managers and employees of cultural institutions it presented strong challenges to insure their survival. Some of them were treating the crisis as an opportunity to identify and develop new, creative and highly innovative solutions to continuing to provide access to artistic events, mainly during the lockdown period of the pandemic. We have identified solutions like online concerts, transmitting shows and concerts on radio and TV, using shows from the archives, online museum tours. These provided joy in hard times to members of the public, hope and motivation, being a way to escape the dark and sad reality. Our results indicate that cultural institutions managers made bold and difficult decisions to continue to fulfill the mission of their organizations, to provide cultural, artistic services to their public. Together with their employees, they identified new ways to relate with the consumers of their artistic services when they were forbidden access in public places, including in concert halls, opera, theaters. One conclusion is that they were driven by the need to protect the health of the public and artists and by their strong desire to help the public to revive their feeling of human interaction through the power of the arts. Another important conclusion is that they had a rapid reaction approach to managing the totally unexpected crisis generated by the COVID 19 pandemic which proved to be effective in mitigating its highly negative impact.

**Keywords:** management, institutions, covid 19, practices.

**100. Technical-Economic Methods of Analysis and Optimisation of Economic Efficiency in Forage Crops**

Ana URSU<sup>1</sup>

<sup>1</sup> *Research Institute for Agriculture Economy and Rural Development, 61 Marasti Blvd., District 1, Bucharest, Romania*

*\* Corresponding author: ursu.ana@iceadr.ro*

**Abstract.** Any agricultural activity aims to increase economic efficiency, and the objective of every agricultural entrepreneur is to make a profit. The geo-political, socio-economic and environmental context is driving structural changes in the approach to economic activities that bring benefits and protect nature. From a statistical point of view, maize cultivation occupies more than 45% of the cultivated area in Romania, alfalfa cultivation 4.8% and feed maize 0.6%. Given the importance of the livestock sector for food security, there is a risk, due to drought or other external factors, that farmers may not have enough feed for their animals and may therefore give up animal husbandry. The study aims to establish the technical and economic basis of production costs and to compare the performance indicators of grain maize, feed maize and lucerne, economically important crops that would represent optimal solutions to ensure feed requirements in the livestock sector and contribute to "green and sustainable growth of economic activities".

**Keywords:** costs, benefits, economic efficiency, green growth, sustainable growth.

**101. A New Trend in Tourism: Bleisure**

**Loredana VĂDUVA<sup>1\*</sup>, Mihaela ALBULESCU<sup>2</sup>, Diana MARIN<sup>1</sup>, Cornelia PETROMAN<sup>1</sup>, Daniela VĂLUŞESCU<sup>2</sup>, Ioan PETROMAN<sup>1</sup>**

*<sup>1</sup>University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*<sup>2</sup>Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: loredanavaduva@usvt.ro*

**Abstract.** Bleisure (from business and leisure) is a new trend in tourism in which people link their business travel with leisure travel. (more exactly, with leisure elements). Bleisure travel can be pre-planned (clients schedule their vacation within the same period of a job-related trip once the work engagements-exchanges of experience, meetings, professional conferences, training sessions-are over) or some tourist experiences may be offered by companies during the job-related trips. Bleisure is a growing trend among "digital nomads"/millennials (freelancers, online workers) due to facilities as accommodation, chargers, and wi-fi on buses.

The material used in this paper consists in a very small number of articles on bleisure, which points to the novelty of the concept (it was first mentioned in 2009). The research method is bibliographic.

**Keywords:** business, leisure tourism/travel, bleisure, typology, motivation.

## **102. Commodification in Tourism**

**Loredana VĂDUVA<sup>1\*</sup>, Diana MARIN<sup>1</sup>, Ana-Gina ARMAȘ<sup>2</sup>, Maria SAUER<sup>2</sup>, Cornelia PETROMAN<sup>1</sup>, Ioan PETROMAN<sup>1</sup>**

<sup>1</sup>*University of Life Sciences "King Michael I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

<sup>2</sup>*Sheep and Goat Breeding Research and Development Station Caransebes, Romania*

*\* Corresponding author: loredanavaduva@usvt.ro*

**Abstract.** Commodification refers to considering/treating somebody/something as a commodity (i.e., a product that can be bought and sold); exploiting somebody/something for profit; transforming goods, services, or ideas that have no economic value into goods, services, or ideas with economic value; or turning somebody/something into an item that can be bought and sold. This process goes together with touristification, a process in which (urban) spaces are changed/turned into tourism commodities to attract visitors, to improve tourism competitiveness, to promote tourism. This paper presents a few cases of tourism commodification and solutions to avoid it.

The material used in this study consists in books and articles on commodification (in tourism)-particularly on the commodification of culture, dance, history, nature & religion, space, and subculture in tourism practice. The method used in this study is bibliographic. Irish poet and playwright Oscar Wilde once said "They know the price of everything and the value of nothing." This seems to be the truth about tourism commodifiers because "commodification of tourism removes local culture from the foreground," "replaces local culture with profitability from non-residents" (entertainment, food markets, souvenirs, etc.), and transforms local (indigenous) cultures and heritage into marketable goods "making people return from visits with partial ideas and representations of those cultures."

**Keywords:** commodification, tourism, tourism commodification, touristification.

**103. The Meat Market Sector in Romania, Current Situation and Perspectives**

**Adelina VENIG<sup>1\*</sup>, Aurora VENIG<sup>1</sup>, Tabita ADAMOV<sup>2</sup>, Elena PETI<sup>2</sup>**

<sup>1</sup>*University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

*\* Corresponding author: adelina\_venig@yahoo.com*

**Abstract.** Breeding animals and selling meat are traditional activities in Romania, having a special importance for the economy and the consumption of the population. This present paper is a research on the meat market sector in Romania, in the last years. In Romania, this sector has certain deficiencies, both at the level of production and processing and marketing. Now, the meat processing industry is disadvantaged in the market economy by the outdated and non-performing technology, the low level of long-term investments, and the lack of a payment system depending on the quality of the carcasses. The paper presents meat production by category, as well as its import and export. According to the data provided by Eurostat, Romania has become the largest net importer of pork in Central Europe and the Balkans, pork being the most deficient food product in Romania.

The key research methods employed were analysis and synthesis, analogy, and graphics to resemble the results. The data provided by the World Bank and the European Commission were analyzed.

The current context is not an optimistic one, a reinvention being necessary at the European and, implicitly, national level. Starting from the price increases of feed, energy and gas, the imminence of a dry year 2022, the increasing restriction of the production and distribution of meat for national sale, due to the influx of meat from other Member States, the African swine fever with the decimation of herds and the closure of many farms, the worrying evolution of avian influence at European level, the lack of application of protection means for the single European food market, fierce competition with large European producers and from third countries, all represent elements of long-term risk.

**Keywords:** meat, import, export, breeder.

**104. Milk and Dairy Products in Romania, an Overview for the Period  
2022-2023**

**Adelina VENIG<sup>1\*</sup>, Aurora VENIG<sup>1</sup>, Nicoleta MATEOC-SÎRB<sup>2</sup>**

<sup>1</sup>*University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

<sup>2</sup>*University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism,  
Timisoara, Romania*

*\* Corresponding author: adelina\_venig@yahoo.com*

**Abstract.** The paper presents the market of milk and dairy products in the period 2022-2023 in Romania, highlighting aspects regarding developments, milk production, price, consumption, import, export, but also market characteristics. Dairy products are considered strategic products with a high benefit for health. In Romania, breeding dairy cows is a basic occupation in rural and mountain areas, ensuring stability of the labor force, as well as incomes for breeders. According to data provided by Eurostat, Romania ranks last in the European Union in milk production per cow, with approximately three thousand liters annually. Milk is the most appreciated by the consumer and has the most affordable price, this being the main reason why the authors of this research have chosen to study this segment.

The key research methods employed were analysis and synthesis, analogy, and graphics to resemble the results. The data provided by the National Institute of Statistics and European Commission were analyzed.

Starting from the quite diverse spectrum of expected influence on development, in the following a the milk production sector in Romania and for the realization of the foreseen actions, the following objectives are highlighted: providing the population with quality and competitive milk and dairy products in the assortment, according to physiological norms and FAO norms; efficient use of all production factors, ensuring a high level of efficiency regarding the production, acquisition, processing and marketing of milk and dairy products.

**Keywords:** milk, consumption, import, export, price.

**105. Integrated Tourism Concept - "All in One"**

**Gabriela VLĂȘCEANU<sup>1\*</sup>, Floarea NICOLAE<sup>1</sup>, Nicole PETCULESCU<sup>1</sup>, Marian NICOLAE<sup>1</sup>,  
Alexandra MORCOVESCU<sup>2</sup>**

<sup>1</sup>*Bioterra University, Bucharest, Romania*

<sup>2</sup>*Slănic Hotel, Slănic Prahova, Romania*

*\* Corresponding author: ga.vlasceanu@yahoo.com*

**Abstract.** The holistic approach to the concept of tourism involves offering a varied range of services in a single location or perimeter. In this context, the following components can be implemented simultaneously: medical tourism (service packages with access to both modern medical facilities and wellness centers, ergonomic therapies, detoxification programs, or traditional treatments), leisure and leisure tourism (facilities for relaxation and recreation), ecological tourism (access to activities that promote the preservation of the environment and the exploration of nature), cultural tourism (access to local cultural attractions: museums, art galleries, historical monuments, festivals, to experience local traditions, gastronomy, and architecture specific to the region), sports tourism (facilities for horse riding, golf, hiking, cycling or extreme adventures, depending on location and resources), scientific and creative tourism. The integration of these components in an "All in one" concept is beneficial both for tourists and for tour operators, who can attract and retain a wide segment of customers.

**Keywords:** integrated tourism, "all in one", wellness centers, medical tourism.

**106. Modernizing Balneary Tourism Through Adaptation to the Wellness and SPA Segment**

**Gabriela VLĂSCEANU<sup>1\*</sup>, Floarea NICOLAE<sup>1</sup>, Nicole PETCULESCU<sup>1</sup>, Marian NICOLAE<sup>1</sup>,  
Alexandra MORCOVESCU<sup>2</sup>**

<sup>1</sup>*Bioterra University, Bucharest, Romania*

<sup>2</sup>*Slănic Hotel, Slănic Prahova, Romania*

*\* Corresponding author: ga.vlasceanu@yahoo.com*

**Abstract.** The diversification of demand towards the wellness and SPA segment can bring significant opportunities for balneary tourism bases (which need to adjust their offer to be able to meet the needs and preferences of new generations of customers). Also, attracting tourists from EU states to the resorts in Romania could represent a major growth opportunity for the balneary industry. It is important that the authorities ensure a clear legal and procedural framework for the settlement of balneary medical services in the tourists' countries of origin. The work aims, through the case study method (Hotel Slănic, Prahova), to formulate some practical solutions for the development and promotion of this location, an important landmark in the spa tourism market in the country. Modernization of treatment facilities could significantly contribute to strengthening Romania's position in the SPA tourism market, and their adaptation to the wellness and SPA segment can provide an optimal strategic framework for the development and promotion of this segment of the tourism industry.

**Keywords:** tourism, balneary, wellness, SPA, Slănic.

**107. Agricultural Waste in EU and Romania Within the Framework of Advancing Bioeconomic Growth**

**Daniela Nicoleta VOICILA<sup>1\*</sup>, Cristina Maria STERIE<sup>1</sup>, Vili DRAGOMIR<sup>1</sup>**

<sup>1</sup>*Research Institute for Agriculture Economy and Rural Development, Romania, Buchares,*

*\* Corresponding author: [badan.daniela@iceadr.ro](mailto:badan.daniela@iceadr.ro)*

**Abstract.** Waste management in agriculture is crucial for both resource utilization and environmental preservation. This analysis aims to explore and contrast the volume of waste generated from agricultural activities in Europe and Romania between 2014 and 2020. By delving into available data, the goal is to highlight variations in waste production and identify differences in management approaches at both EU and national levels. Special attention is given to assessing the impact on the populace by analyzing waste generation per person and its relation to agricultural land, thus grasping the challenges and trends in waste management comprehensively. This insight is pivotal in the bioeconomy landscape, where population growth drives up demand for food and agricultural products, intensifying agricultural activities and, consequently, increasing agricultural waste. The study underscores a decline in waste volume across the EU by 2020 compared to 2014, mirrored by a similar reduction of 20% in Romania. Romania's per capita waste output nearly doubles the EU average in 2020. Variations in waste volume among European countries underscore the influence of agricultural practices, technological levels, and regulatory frameworks. For instance, the Netherlands, with its intensive practices, produces significant agricultural waste, while France, with efficient practices and stringent management policies, generates less. Effective agricultural waste management demands tailored, integrated approaches suited to each country's specificities. Support for agricultural practices, resource allocation for efficient waste management technologies, and the establishment of clear standards are essential for mitigating environmental impact and fostering sustainable agricultural sector development.

**Keywords:** agricultural waste, bioeconomy, management, agricultural practices.

**108. The Impact of Education on the Sustainable Development of Agriculture**

Sladana VUJIČIĆ<sup>1\*</sup>, Miroslav NEDELJKOVIĆ<sup>2</sup>, Vladan COGOLJEVIĆ<sup>1</sup>

<sup>1</sup>*Faculty of Business Economics and Entrepreneurship, Serbia*

<sup>2</sup>*Institute of Agricultural Economics, Serbia*

*\* Corresponding author: sladjanakonto@gmail.com*

**Abstract.** Considering the increasing need for a sustainable approach to agriculture, this paper explores how education can contribute to improving practices in agriculture to achieve economic, environmental, and social sustainability. Through the analysis of relevant literature and collected data, various aspects of this complex issue have been examined. Based on the collected data, it is concluded that education plays a crucial role in promoting sustainable development in agriculture. Further research and implementation of effective educational programs are essential to support the transformation of the agricultural sector towards more sustainable practices. This paper provides a basis for the development of policies and support programs for education in agriculture, as well as for identifying areas for further research and interventions to enhance the sustainability of the agricultural system.

This study provides a foundation for the development of policies and programs to support education in agriculture, as well as for identifying areas for further research and interventions to enhance the sustainability of the agricultural system. Continuous investment in agricultural education can have long-term benefits not only for individual practices, but also for the entire agricultural industry and global food security.

**Keywords:** education, sustainable development, agriculture, farmers.

ISSN 2821 – 4293  
ISSN – L 2821 – 4293

