

E A R T H

Experiential Approaches in Responsible Tourism and Hospitality

CALL FOR PAPERS

EARTH 2025 – Experiences and innovation for sustainable food and tourism

21–22 November 2025, Braşov, Romania

Faculty of Food and Tourism, Transilvania University of Braşov

About EARTH 2025

In an era where sustainability, digital transformation and authentic experiences are reshaping the global tourism and hospitality landscape, **EARTH 2025** invites academics, researchers, practitioners and industry leaders to explore new pathways for responsible growth. Millennials and Generation Z, the most influential consumer cohorts of today, demand **ethical, personalized, and environmentally conscious experiences** - from the food they eat to the destinations they choose. The conference creates a multidisciplinary platform to discuss **innovative practices in sustainable gastronomy, responsible tourism management, consumer psychology, smart design and technology integration**. By bridging academia and industry, EARTH 2025 aims to inspire actionable solutions for the future of tourism, food systems and hospitality.

Conference Tracks / Sections

The conference welcomes theoretical, empirical and applied research contributions within, but not limited to, the following **three main sections**:

1. Sustainable food systems and culinary innovation

From local ingredients to responsible food and beverage experiences

- Valorization of local flora and native resources in gastronomy
- Innovations in food and beverage processing
- Food safety, waste reduction and circular economy practices in HoReCa
- Nutrition, well-being and sustainable menus in tourism and hospitality
- Emerging technologies for short and efficient food supply chains

Keywords: local biodiversity, native plants in gastronomy, sustainable menu design, food safety and quality, circular economy in HoReCa, culinary innovation, zero food waste, sustainable beverage management.

2. Responsible tourism, hospitality and consumer experiences

Management, economics, branding and the psychology of sustainable travel

- Sustainable management and marketing strategies in tourism and hospitality
- Regional branding and authentic tourism experiences
- Consumer psychology and purchasing behavior in responsible tourism
- Economic models and policies for sustainable tourism development
- Communicating sustainability and educating travelers

Keywords: sustainable tourism management, destination branding, consumer psychology, responsible marketing strategies, authentic travel experiences, economic models for tourism, visitor education and awareness, sustainable hospitality business models.

3. Smart design, mobility and technology for tourism and hospitality

Reimagining spaces, transport and digital innovation for sustainable destinations

- Sustainable design and renovation of tourism and HoReCa spaces
- Eco-friendly mobility and transportation for tourist destinations
- Digitalization and the use of artificial intelligence in tourism and hospitality
- Smart hotels, IoT, AR/VR and enhanced tourist experiences
- Infrastructure management in tourism with low environmental impact

Keywords: sustainable spatial design, eco-friendly mobility, smart hotels and IoT, artificial intelligence in tourism, digital visitor experiences (AR/VR), low-impact tourism infrastructure, technological innovation in hospitality, sustainable transport solutions.

Why Participate?

- **Academic visibility:** Selected papers will be considered for publication in:
 - **Bulletin of the Transilvania University of Braşov – Series II** – Special Issue: *Sustainable valorization of native and wild plants in food, gastronomy and agro-industry*
 - **Bulletin of the Transilvania University of Braşov – Series V** – Special section: *Sustainable business models and value creation in tourism, hospitality and food systems*
 - All accepted and presented papers at **EARTH 2025 – Experiences and Innovation for Sustainable Food and Tourism** will be eligible for inclusion in the official **Conference Proceedings**, published by **Transilvania University Press of Braşov**, with ISBN.
- **Networking opportunities** with leading academics and industry professionals in tourism, gastronomy and hospitality.
- **Discover Braşov**, a historic city in the heart of Transylvania, surrounded by rich cultural heritage and breathtaking nature.

Important Dates

- **Abstract submission deadline:** 31 August 2025
- **Notification of acceptance:** 10 September 2025
- **Full paper submission deadline:** 15 October 2025
- **Conference dates:** 21–22 November 2025

Submission Guidelines

- **Abstracts** (250–300 words) should clearly state the research question, methodology and expected results.
- **Full papers** should follow the conference template (available on the website) and be between 2,000–6,000 words.
- All submissions will undergo **double-blind peer review**.
- Papers must be written in **English**.

Please submit your abstracts and papers **by email to earth@unitbv.ro**

Conference format

The EARTH 2025 Conference will be organized in a **hybrid format**, offering participants the flexibility to present their work either **onsite, in Braşov (Romania)**, or **online via a dedicated virtual platform**. All accepted papers will be scheduled for **oral presentations**, which may take place in person during the on-campus sessions or remotely, in real time, during the online sessions.

Conference Venue

Faculty of Food and Tourism
Transilvania University of Braşov
Braşov, Romania

Conference Language

The official language of the conference is **English**.

Participation Fees – EARTH 2025

Category	Onsite Participation	Online Participation
Standard fee (external participants)	100 EUR 500 Lei	60 EUR 300 Lei
Transilvania University staff (authors)	70 EUR 350 Lei	40 EUR 200 Lei
Students, Master's and PhD students	50 EUR 250 Lei	25 EUR 125 Lei

The fee includes:

- For **onsite participants**: conference materials, printed certificate, coffee breaks, conference bag, access to all sessions, guided city walk (optional).
- For **online participants**: access to all sessions via digital platform, e-certificate, and the opportunity to publish in the official conference volume.
- All participants will receive the digital version of the **EARTH 2025 Conference Proceedings**, published by **Transilvania University Press**.

Selected papers, based on peer review, may also be published in one of the following indexed journals:

1. **Bulletin of the Transilvania University of Braşov – Series II** (*Forestry, Wood Engineering, and Agro-Food Processing*). Indexed in: **Scopus** (since 2012), **EBSCO** (since 2009), **CAB Direct** (since 2008), **ProQuest Central** (since 2008), **Crossref** (since 2019).
Accredited by the **Romanian National Council of Scientific Research (CNCS) – Category B+**
2. **Bulletin of the Transilvania University of Braşov – Series V** (*Economic Sciences*). Indexed in: **DOAJ** (since 2012), **CAB Direct** (since 2011), **ProQuest Central** (since 2008), **EBSCO** (since 2009), **Crossref** (since 2019).
Accredited by the **Romanian National Council of Scientific Research (CNCS) – Category B+**

Participation Fee Payment Details

The participation fee can be paid via bank transfer using one of the following accounts, depending on the selected currency:

Payments in RON (for participants from Romania):

Beneficiary: Transilvania University of Braşov

Fiscal Code: 4317754

IBAN (RON): RO08TREZ13120F330500XXXX

Bank: Trezoreria Braşov

Payments in EUR (for international participants):

Beneficiary: Transilvania University of Braşov

IBAN (EUR): RO23BTRLEURCRT0006359506

Bank: Banca Transilvania – Sucursala Braşov

Important notes:

The participation fee can be paid **in advance**, with an invoice issued **upon request**. To request an invoice for institutional reimbursement, please send your details to: **earth@unitbv.ro**.

The fee may also be paid **on-site during the conference (21 November 2025)**; in this case, invoices can be issued upon request **on that date only**.

Please note: No invoices will be issued **after the conference has ended**.

All bank transfer fees must be covered by the participant.

The payment confirmation should be sent via email to **earth@unitbv.ro**, clearly mentioning:

“EARTH 2025 – Participant Name, Institution”