



Universitatea
Transilvania
din Braşov
FACULTATEA DE
ALIMENTAȚIE ȘI TURISM



**EARTH
2025**

Experiences and Innovation for
Sustainable Food and Tourism

EARTH 2025 – Experiences and Innovation for Sustainable Food and Tourism

21-22 November 2025

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Friday 21, November 2025
Brasov, Faculty of Food and Tourism

From 9:00 – Participant welcoming and registration

10:00-10:15 – Opening address from the Organizing Committee and Conference Chairs

Room: RP6

10:15-11:30 – Project presentation workshop – WENATOUR

Room:RP6

11:30-12:00 – Coffee Break

Building R – Faculty of Food and Tourism

12:00-14:45 – Oral presentation

SECTION 1 - Responsible tourism, hospitality and consumer experiences & Smart design, mobility and technology for tourism and hospitality

Room: RP6

Chair: Laura CISMARU, Alina MAIER

TRENDS AND MANAGEMENT MODELS FOR SUSTAINABLE RURAL DEVELOPMENT IN THE CONTEXTS OF ROMANIAN AND GLOBAL WINE TOURISM S. Năstasă, C. Sîrbu, A. Nedelcu	12:00 – 12:15
A STUDY ON THE CARPATHIANS MOUNTAINS' HUTS IN A SUSTAINABLE TOURISM CONTEXT F. Matei, T. Begu	12:15 – 12:30
SUSTAINABLE NATURAL VEGETABLE FIBERS INSULATION RETROFITTING THE HOSPITALITY BUILDINGS IN ECOTOURISM WITH LOW ENVIRONMENTAL IMPACT D. Ola, D. Dănilă, A. Nancy	12:30 – 12:45
LOCAL GASTRONOMY BETWEEN HERITAGE AND ECONOMY: CONTRIBUTIONS TO SUSTAINABLE TOURISM D. P. Bratu	12:45 – 13:00
BEHIND THE SMILE: UNDERSTANDING GENERATIONAL DIFFERENCES IN BURNOUT AMONG HORECA EMPLOYEES	13:00 – 13:15

L. Cismaru, A. M. Dogaru, A. Ispas	
GASTRONOMY AS A VECTOR OF ONLINE REGIONAL BRANDING: THE DIGITAL COMMUNICATION OF GASTRONOMIC EXPERIENCES WITHIN THE "GASTRO LOCAL" NETWORK, BRAȘOV COUNTY, ROMANIA A.F. Homeghi, S. Ivasciuc, A. Ispas	13:15 – 13:30
BRIDGING THE GAP: HOW MANAGERS PERCEIVE THE DOMESTIC AND INTERNATIONAL TOURIST EXPERIENCE IN ECO-CERTIFIED ACCOMMODATION A.R. Sibian	13:30 – 13:45
IMPROVING TOURIST SECURITY MANAGEMENT IN ECOTOURISM DESTINATIONS A.T. Curelaru, M. I. Gîrleanu, D. Cărbuș, B. T. Dumitrache, A. Măzărel	13:45 – 14:00
RESHAPING TOURISM THROUGH LOCAL RESOURCES VALORIZATION: INSIGHTS ON TERROIR, DIGITALISATION AND QUALITY MANAGEMENT IN ROMANIAN WINE TOURISM S. Nastasa, D. Foriș, A. Nedelcu	14:00 – 14:15
BRIDGING THEORY AND PRACTICE: PARTICIPANT PERCEPTIONS OF THE WENATOUR SPECIALIZATION PROGRAMME IN TRAINING SUSTAINABLE TOURISM MANAGERS N. Orio, D. Zilio, I.V. Abrudan, A.N. Candrea, R.G. Albu, N.T. Dai vu	14:15 – 14:30
OPTIMIZING THE TOURIST EXPERIENCE THROUGH DIGITIZATION IN THE TÂMPA MOUNTAIN PROTECTED AREA BASED ON AN ASSESSMENT OF TOURIST FREQUENCY A. Lazăr, A. Ioniță	14:30 – 14:45

SECTION 2 - Sustainable food systems and culinary innovation

Room: RP4

Chair: Mirabela LUPU, Cristina CANJA

BUILDING A SUSTAINABLE BEVERAGE INDUSTRY: NAVIGATING CHALLENGES, IMPLEMENTING STRATEGIES AND SHAPING A RESILIENT FUTURE A. M. Ionescu, C. M. Canja	12:00– 12:15
VALORIZATION OF LOCAL BIODIVERSITY THROUGH COVER CROPS: A SUSTAINABLE MODEL FOR BEEKEEPING AND FOOD SYSTEMS	12:15 – 12:30

M. Drăgan, S. M. Dănăilă-guidea, Ș. Jurcoane, S. Cristea	
TECHNOLOGICAL AND CULINARY QUALITY, A SELECTION TOOL IN POTATO BREEDING F. M. Ștefan, N. Bă ră scu, D. Poptelecan, C. Chelmea, L. Adam, M. Hermeziu, A. Tican, M. Popa	12:30 – 12:45
CURRENT TRENDS IN SUSTAINABLE FOOD A. Maier, A. Mazarel, V. Padureanu	12:45 – 13:00
THE INFLUENCE OF ALBUMEN PROTEINS ON THE QUALITY OF GLUTEN-FREE BREAD J. Lukinac, M. Jukić, A. Vrebac	13:00 – 13:15
POTATO – „POWERHOUSE” VEGETABLE FOR SEVERAL VALUABLE ANTIOXIDANTS C.L. Bă dă ră u, M.F. Ștefan, R.A. Munteanu-Ichim, A.I. Moja	13:15 – 13:30
ECONOMIC POTENTIAL FOR SUSTAINABLE VALORIZATION OF GRAPE POMACE IN FOOD AND AGRICULTURAL SYSTEMS C. Apreutese, A. Nedelcu	13:30 – 13:45
INFLUENCE OF SOUS VIDE PROCESSING ON THE PHYSICOCHEMICAL PARAMETERS OF PORK: pH, WATER HOLDING CAPACITY, COOKING LOSS, AND LIPID OXIDATION G. Mișu, C.M Canja, F. Matei	13:45 – 14:00
INFLUENCE OF GLUCOSE CONTENT ON THE RHEOLOGICAL PROPERTIES OF CARAMELS OBTAINED FROM GRAPE MUST M. Lupu	14:00 – 14:15

Note: Participants are kindly asked to limit their presentations to 10 slides and to keep both the presentation and Q&A within 10 minutes, to help maintain the schedule and ensure smooth organization.

14:45-15:15 – Lunch

Building R – Faculty of Food and Tourism

15:00 – 15:30 – Participant welcoming

Room: Studio Room 181, Rectorate, 29 Eroilor Boulevard, Brașov

15:30-16:30 – Pannel „Hospitality Education and Industry Collaboration for Responsible Tourism”

Room: Studio Room 181, Rectorate, 29 Eroilor Boulevard, Braşov

17:00-18:00 – Project presentation workshop “Exploring Plant Fibers: A Dual Solution for Sustainable Thermal Insulation and Food Packaging (FibTherFooP)” – Closing Project

18:00 – Gala Dinner

Hotel Aro Palace, Eroilor Boulevard, no 27.

Saturday 22, November 2025
Brasov, Faculty of Food and Tourism

10:00-13:30 – Online Session

SECTION 1 - Responsible tourism, hospitality and consumer experiences & Smart design, mobility and technology for tourism and hospitality

Chair: Laura CISMARU, Diana FORIS

TOURISM OF EMERGENT EU MEMBERS IN CURRENT CONTEXT A. P. Haller	10:00 – 10:15
INVASIVE SPECIES AND THEIR IMPACT ON COASTAL TOURISM IN SPAIN D. M. Mircea, A. Sapiña-Solano, M. Boscaiu, O. Vicente	10:15 – 10:30
ASSESSING THE IMPACT OF DIGITALISATION ON TOURISM COMPETITIVENESS IN THE EU: EVIDENCE FROM DESI AND TTDI INDICES D.M. Neamţu, G.I. Butnaru, I. Bostan, R. Bejinaru, A. Anichiti, C.V. Hapenciuc	10:30 – 10:45
CHANGES IN TOURIST CONSUMPTION BEHAVIOUR IN ROMANIA: FROM CENTRALIZED PLANNING TO AI - ASSISTED SMART TOURISM MANAGEMENT R.S. Popovici, P. Stanciu	10:45 – 11:00
UNDERSTANDING THE BEHAVIORAL INTENTIONS OF GREEK CONSUMERS TOWARDS SUSTAINABLE TOURISM	11:00 – 11:15

G. Theodoridou, P. Avramidou, N. Chatzinikolaou, A. Theoharidis, P. Kassianidis, M. Papageorgiou, P. Samaras	
DESIGNING ENERGY AUTONOMY: RENEWABLE MICROGRIDS FOR SUSTAINABLE TOURISM INFRASTRUCTURE IN ISOLATED AREAS S. Martín-Arroyo, M. García-Gracia, Á. Llamazares, J.A. Cebollero	11:15 – 11:30
THEMATIC TRAIL AS A TOOL FOR SUSTAINABLE LOCAL DEVELOPMENT I. Taglio, R. Beltramo, A. Bonadonna	11:30 – 11:45
FROM HERITAGE TO DESTINATION: FOOD AND WINE VALORISATION AS A LEVER FOR SUSTAINABLE TOURISM IN PIEDMONT G. Peira, S. Arnoldi, A. Bonadonna	11:45 – 12:00
WHAT MAKES SUSTAINABLE TOURISM FIRMS SURVIVABLE? A FOCUS ON MARGINIMEA SIBIULUI S. Stan, R. Cristea, C. Barb, C. Budac	12:00 – 12:15
SUSTAINABLE CONSUMPTION: ARTISAN FOOD AND GASTRONOMIC TOURISM IN THE REPUBLIC OF MOLDOVA A.Chirsanova, A. Boiștean, A.Chioru, A.Nistiriuc	12:15 – 12:30
THE POTENTIAL AND POSITIONING OF MIMI CASTLE AS A SUCCESSFUL GASTRONOMIC AND WINE ATTRACTION FOR INTERNATIONAL TOURISTS A.Nistiriuc, A. Chirsanova	12:30 – 12:45
NEURO-BEHAVIOURAL AI FRAMEWORKS FOR ETHICAL AND SUSTAINABLE CONSUMER ENGAGEMENT IN TOURISM AND HOSPITALITY A. Chandrakar	12:45 – 13:00
THE SOMMELIER'S EXPERTISE IN PROMOTING LOCAL CULINARY IDENTITY IN RESPONSIBLE TOURISM N. Suhodol, A. Chirsanova	13:00 – 13:15
THE SOMMELIER'S EXPERTISE IN PROMOTING LOCAL CULINARY IDENTITY IN RESPONSIBLE TOURISM N. Suhodol, A. Chirsanova	13:15 – 13:30

10:00-11:00 – Online Session

SECTION 2 - Sustainable food systems and culinary innovation

Chair: Alina MAIER, Cristina CANJA

BEYOND MEAT AND DAIRY: A SOCIO-TERRITORIAL METHODOLOGY FOR A NEW THIRD ATTITUDE (TOURISTIC) OF NATIVE BREEDS L. Salvai, M. Moroni, A. Bonadonna	10:00 – 10:15
WILD EDIBLE PLANTS AS A FORGOTTEN NUTRITIONAL RESOURCE IN THE REPUBLIC R. Siminiuc, D. Țurcanu	10:15 – 10:30
HYBRID YOGURTS: A SUSTAINABLE PATHWAY TO HIGH E. Sakadani, P. Kandyliş, D. Dimitrellou	10:30 – 10:45
VALORIZATION OF BIOACTIVE COMPOUNDS FOR NUTRACEUTICAL AND FUNCTIONAL FOOD APPLICATIONS: SUSTAINABLE UTILIZATION OF YEAST LEES FROM WINEMAKING A. Chirsanova, A. Boiștean, A. Chioru	10:45 – 11:00