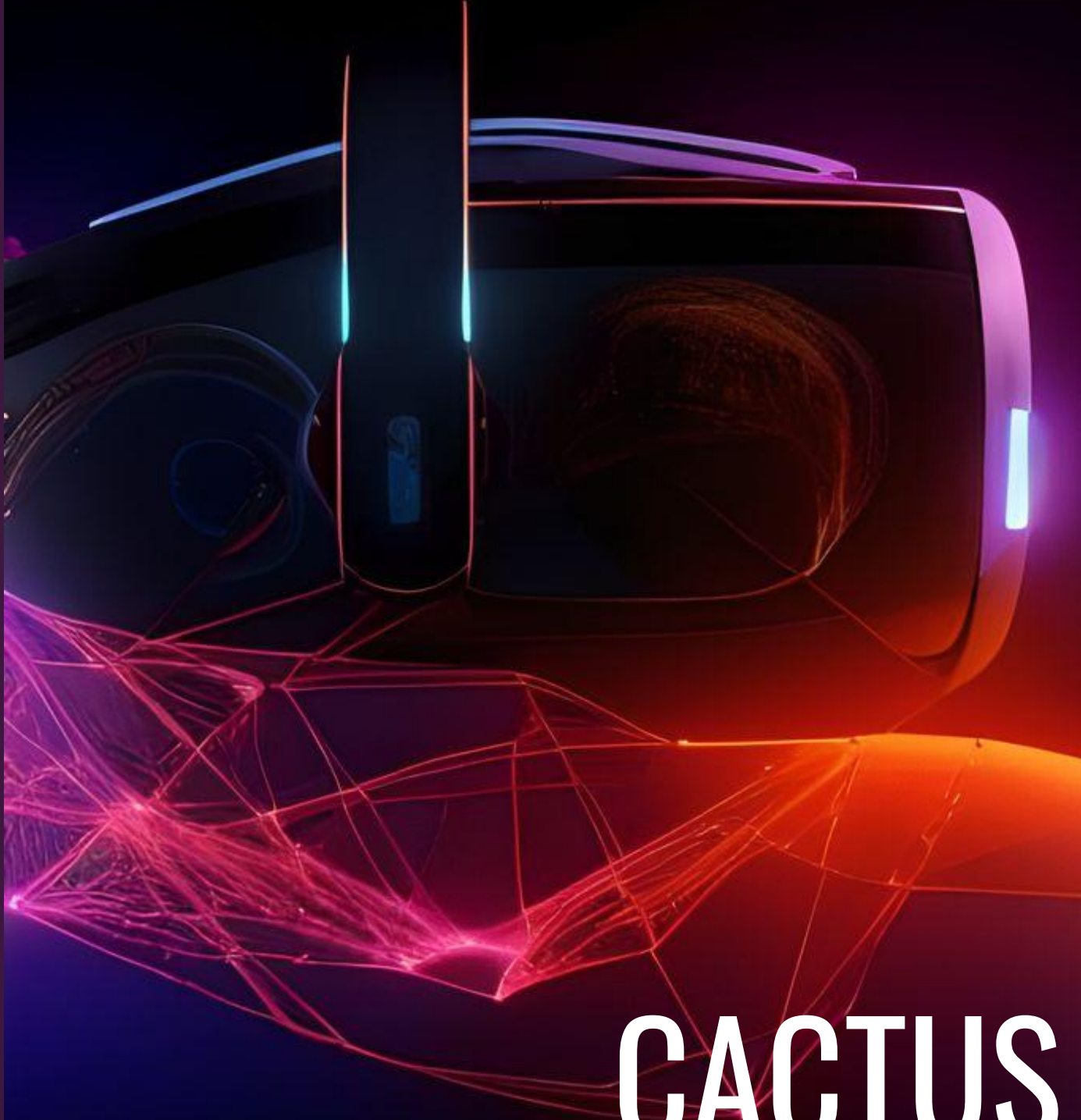


TECHNOLOGIES APPLIED IN HOSPITALITY
TRAVEL AND TOURISM

OCTOBER 12-13, 2023



CACTUS 2023

THE 9TH INTERNATIONAL
CONFERENCE OF TOURISM

AGENDA

Virgil Madgearu Room Plenary Session

- 10:30 Welcome Coffee & Sign-up
- 11:00 **Chair** PhD Prof. Gabriela Tigu, Dean of Faculty of Business and Tourism
- Welcome Messages** PhD Prof. Nicolae Istudor, Rector of Bucharest University of Economic Studies
- 11:15 **Keynote Speakers**
- PhD Prof. Giacomo Del Chiappa
University of Sassari
Mixed Methods Research
- PhD Prof. Stanislav Ivanov
Varna University of Management
Zangador Research Institute
ChatGPT in tourism education and research
- Laurent Picheral
Former Accor Executive Committee member and current CEO of Topday Conseils advisory office
The latest and future main strategical challenges in hospitality sector during the last 5 years and the 5 coming years
- 13:00 **Lunch Break at Sheraton**

AGENDA

Virgil Madgearu Room Parallel Session 1

- 14:00 **Chairs** PhD Prof. Giacomo Del Chiappa
PhD Prof. Stanislav Ivanov
PhD Prof. Remus Hornoiu
- 14:10 Hedonic and Utilitarian Value of Robots in Hotel Experience: A Study of Youth in an Eastern-European Context
Schiopu Andreea Fortuna
Tala Madalina Lavinia
Nica Ana-Maria
Padurean Ana Mihaela
Vieriu Alina Maria
Daus (Ogoreanu) Iulia
- 14:30 The Mediation Effect of Customer Engagement in Mongolian Wellness Tourism Service Innovation
Wang Li
D. Myagmarsuren
Liu Shanshan
Z. Yadmaa
- 14:50 Assessing the resilience of rural tourism in Indonesia during and after the Covid-19 pandemic using the MULTIMOORA method
Fauzi Akhmad
Ariyani Nafiah
- 15:10 Belgrade and Sarajevo. Analysis of Dark Tourism Spectrum and Supply in Post-Conflict Societies of The Western Balkans
Adrian Kanovici
Viorel Mionel
Oana Mionel

AGENDA

Virgil Madgearu Room Parallel Session 1

Chairs PhD Prof. Giacomo Del Chiappa
PhD Prof. Stanislav Ivanov
PhD Prof. Remus Hornoiu

- 15:30** Wellness Tourism Services Innovation: A Bibliometric Review and Future Research Agenda
Wang Li
D. Myagmarsuren
Qin Yuanhao
Z. Yadmaa
- 15:50** Analyzing Adoption Determinants of ChatGPT in the Tourism Industry: A Comprehensive Evaluation of the Technology Acceptance Model with Trust as a Mediating Variable
Hornoiu Remus Ion
Gavris Alexandru
Militaru Ionut Andrei
Breaban Marius Lucian
- 16:10** Is there a 'hygiene-motivation' theory in choosing India as a tourist destination? A structural equation modeling approach
Diaconescu Vlad
Diaconescu Mihai
Diaconescu Mirela
- 16:30** Coffee Break
- 19:00** Dinner at Caru' cu Bere

AGENDA

2701 Room
Parallel Session 2

- 14:00 **Chairs** PhD Prof. Delia Popescu
PhD Lect. Daniel Bulin
Faculty of Business and Tourism
- 14:10 BA Romanian Students Experiences with Distance Learning at the end of the Pandemic: Perceptions and Perspectives
Gheorghe Georgica
State Olimpia
Tanase Mihail Ovidiu
Iorgulescu Maria Cristina
Virgil Nicula
Valentin Toader
- 14:30 Virtual Reality in War Tourism: Transforming Visitor Perspectives and Enhancing Educational Benefits
Popescu Delia
Nistoreanu Puiu
Bulin Daniel
Militaru Ionut Andrei
Balint Cristina
Nita Valentin
- 14:50 Human-robot interaction: The experience of hospitality when robots are involved
Schiopu Andreea Fortuna
Padurean Ana Mihaela
Nica Ana-Maria
Tala Madalina Lavinia
Hornoiu Remus Ion
Cordente Rodriguez Maria
- 15:10 Dimensions of the perceived value of train travel: a cluster analysis approach
Diaconescu Mirela
Diaconescu Vlad
Diaconescu Mihai

AGENDA

2701 Room
Parallel Session 2

Chairs PhD Prof. Delia Popescu
PhD Lect. Daniel Bulin

- 15:30** Implementing the Paris Agreement in the current geopolitical context
Viorel Mionel
Neacsu Marius Cristian
Kanovici Adrian Lucian
Popescu Claudia Rodica
- 15:50** Comparative assessment of crisis and recovery in the Romanian tourism market
Bulin Daniel
Poenaru Luciana-Floriana
Toma Antonela
Tudose (Pop) Iuliana
Cipu Elena-Corina
Popescu Delia
- 16:10** Investigating the influence of some war-related panic factors on tourists' reactions: a perspective from a country in the vicinity of a military conflict
Tuclea Claudia-Elena
Vranceanu Diana-Maria
Tigu Gabriela
Lupu Nicolae
Curteanu Oana-Diana
- 16:30** Generation Z's Travel Choices: A Focus on Train Travel in Romania
Poenaru Luciana-Floriana
Diaconescu Vlad
Atanase Anca
Pop Iuliana
Marin-Pantelescu Andreea
Coros Monica Maria
- 16:50** Coffee Break
- 19:00** Dinner at Caru' cu Bere

AGENDA

Posters

Valorization of resources and raw materials, through tourism, in mountain households

Nistoreanu Puiu
Nicodim Liliana

Challenges of Accommodation Units and Travel Agencies during the Covid-19 Pandemic

Tala Madalina Lavinia

Impact of the war between Russia and Ukraine on tourism in the Black Sea region

Tigu Gabriela
Tuclea Claudia
Diaconescu Vlad

Does the organizational culture play a role in choosing a job in tourism?

Diaconescu Vlad

At 110 years after its establishment: the valences of the research and education pole for Central and South-Eastern Europe of the Bucharest University of Economic Studies

Lupu Nicolae

The role of ChatGPT in business services

Marin-Pantelescu Andreea

Sibiu, from cultural capital to gastronomic European region, evolution and perspectives

State Olimpia
Nicula Virgil

AGENDA

Posters

Smart Tourism:
EU Best Practices

Tudose (Pop) Iuliana

Quality and technologies in
the luxury railway travel

Atanase Anca

Technology as effective
leverage in partenerial
models public relations
in the hospitality
industry

Tanase Mihail-Ovidiu
Raceanu Andreea Roxana

Public Relations and
tourism: the role of social
media in promoting
ecotourism

Nica Ana-Maria
Raceanu Andreea Roxana
Panica Daniela

Tourist experience in
accessible destinations

Curteanu Oana-Diana

Enotourism - driver of
regional identity

Toba Yasmina-Maria

Exploring female leadership
in the hospitality industry:
a bibliometric analysis of
scholarly publications

Ene (Constantin)
Andreea Bianca

Implications of Artificial
Intelligence(AI) in the
development of the peer-
to-peer economy

Ticau Iulia

Valorization of Almajului
Valley through tourism

Busa Nicoleta

AGENDA

Posters

Exploring Virtual Reality as a Safe Passage: The Mediating Roles of Perceived Usefulness and Ease of Use in Traveling to War Zones

Militaru Andrei Ionut
Angelina De Pascale

An Extended Application of the Theory of Reasoned Action (TRA) Model in Predicting Tourist Loyalty: The Mediating Role of Desire in Health and Spa Tourism

Breaban Marius

AI & ChatGPT in tourism: challenges and opportunities

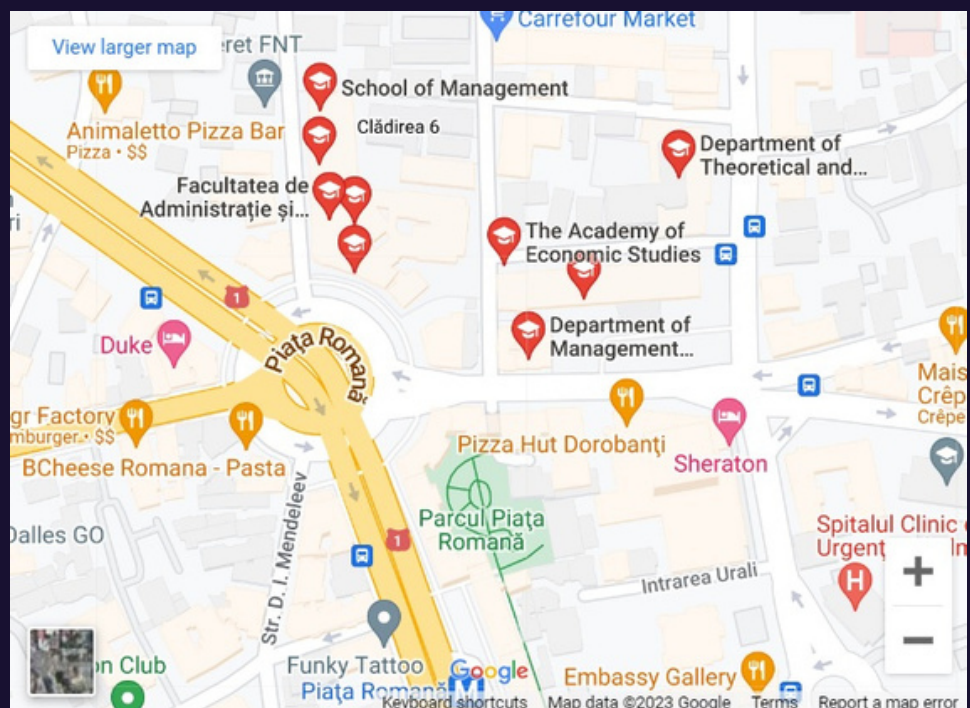
Cioranu Adrian

Tourism Foreign Direct Investment in Times of Crisis: A Global Perspective.

Bulin Daniel

Venue

Romana Square 6, Sector 1, Bucharest



AGENDA

Itinerant Workshop

Friday, 13th of October

This day encompasses an itinerant workshop held in Buzau County, providing the opportunity to empirically assess the practical viability of core concepts discussed during the course of **CACTUS 2023 Conference - Technologies applied in Hospitality, Travel and Tourism.**



Get in touch

Email: cactus.conference@com.ase.ro

Friday
October 13th