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2025

09 - 10 OCTOBER, 2025, BUCHAREST, ROMANIA

CACTUS CONFERENCE

The 10th International Conference of Tourism

Contemporary Approaches and Challenges of Tourism Sustainability

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CONFERENCE AGENDA

Aula Magna
Plenary Session

13:00		Registration
13:45	Chair	PhD Prof. Gabriela Țigu Dean of Faculty of Business and Tourism
	Welcome Messages	PhD Prof. Mihaela Alina Dima Vice-rector of Bucharest University of Economic for Studies - Scientific research, development and innovation
14:00	Keynote Speakers	Dumitru-Dorin Prunariu, Dr. h.c. Romania’s first and only cosmonaut <i>Cosmic tourism: the new frontier of human exploration</i>
		Simona Constantinescu President of the Romanian Hotel Industry Federation (FIHR) <i>Digitalizing tourist experiences: from technology to emotional engagement</i>
		Robert Komartin Head of Travel Sellers Central Europe, Amadeus IT Group <i>Artificial Intelligence at Amadeus</i>
15:00		Coffee break in Virgil Madgearu Room

CONFERENCE AGENDA

Virgil Madgearu Room
Parallel Session 1

15:30 Chairs PhD Prof. Gabriela Țigu
 PhD Prof. Olimpia State
 PhD Prof. Delia Popescu

- Democratizing Culture and Transforming Urban Space: A Quantitative Analysis of 'Open Streets' Events' Effects on Quality of Life in Bucharest

Claudia-Elena Țuclea
Diana Vrînceanu
Gabriela Țigu
Robert Bumbac
Maria-Cristin Iorgulescu
Vlad Diaconescu
- Exploring young Romanian tourists' views on the Metaverse: opportunities for the future of virtual tourism

Olimpia State
Mihail-Ovidiu Tănase
Maria-Cristina Iorgulescu
- The impact of cultural events on tourism development: a Generation Z perspective

Virgil Nicula
Delia Popescu
Ana Mihaela Pădurean
Carolina Țîmbalari
Luciana-Floriana Poenaru
Maria-Ioana Vlad-Șandru
- Dark or light tourist' perceptions? The case of the Merry Cemetery, Romania

Andreea Fortuna Șchiopu

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Virgil Madgearu Room
Parallel Session 1

Chairs
PhD Prof. Gabriela Țigu
PhD Prof. Olimpia State
PhD Prof. Delia Popescu

→	Increasing resilience in tourism as a solution for managing overtourism	Iuliana Pop
→	Perception analysis of “Green Deal” policies in Romania	Marius-Cristian Neacșu Alexandra Boștenaru Erdem Eregep Andreea Nisipeanu Denisa Țăranu
→	What remains of the taverns of the past?	Nicolae Lupu
→	Overtourism in a post-pandemic world: systematic literature review of emerging challenges and adaptive strategies	Adrian-Lucian Kanovici Daniel Bulin
→	Managers’ perspectives on stress in the hospitality industry in Romania: a qualitative study	Mădălina Lavinia Țală

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Virgil Madgearu Room
Parallel Session 1

Chairs
PhD Prof. Gabriela Tigu
PhD Prof. Olimpia State
PhD Prof. Delia Popescu

- Education tourism seen as tourism opportunities for foreign students in Romania, Turkey, and Cuba

Rodolfo Pérez Lavandera
Andreea Marin-Pantelescu
Georgică Gheorghe
Ömer Kürşad Tüfekci
Ferdî Akbiyik
Teodora Monica Fulga
- The quality of public transport services in selected European capitals

Alexandru Gavriş
- Trends and gaps in tourism and pet-related research: a bibliometric study

Anca Atanase
- Bucharest – a city break destination on the European market

Curteanu Oana-Diana
Sumanariu Andreea
- Romanian wineries: what is (hiding) behind a name

Cornelia Pop
Monica-Maria Coroş
Valentin Toader

19:00 Dinner

CONFERENCE AGENDA

Room 2701 (hybrid)
Parallel Session 2

15:30 Chairs PhD Prof. Remus Hornoiu
 PhD Lect. Daniel Bulin
 PhD Asist. Luciana Poenaru

- Predicting self-perceived internship success in remote contexts: a competency-based model

Remus Ion Hornoiu
Ionut Andrei Militaru
Luciana Floriana Poenaru,
Tommasina Painesese
Daniela De Gregorio
Dario La Guardia
- Crisis-driven innovation in response to the 2007–2008 global recession

Ana-Maria Grădinaru-Nica
Daniel Bulin
- From digital transformation to sustainable futures: identifying missing links in research

Olimpia State
Grazia Calabrò
Georgica Gheorghe
Camelia Untescu-Blanda
Diana-Maria Preda Naum
Daniela-Elena Mocanu
- Protected natural areas in the digital era – emerging technologies in biodiversity conservation

Ana Mihaela Pădurean

CONFERENCE AGENDA

Room 2701 (hybrid)
Parallel Session 2

Chairs
PhD Prof. Remus Hornoiu
PhD Lect. Daniel Bulin
PhD Asist. Luciana Poenaru

→	Virtual reality for sustainability education and rural tourism: research design and conceptual framework from Sicily	Ionut Andrei Militaru Angelina De Pascale Maurizio Lanfranchi Carlo Giannetto
→	From automation to trust: a systematic literature review on algorithmic management in healthcare and pharmaceutical communication	Carmen Rozalia Georgescu Remus Ion Hornoiu Delia Popescu
→	Strategic agility in tourism's AI era: how organizational culture shapes digital adoption	Carmen-Eugenia Năstase Vlad Diaconescu Cristina-Mirabela Mălaia (Huzun) Mihai Diaconescu
→	Designing sustainable business models in the digital age	Iulia-Ruxandra Țicău

CONFERENCE AGENDA

Room 2701 (hybrid)
Parallel Session 2

Chairs
PhD Prof. Remus Hornoiu
PhD Lect. Daniel Bulin
PhD Asist. Luciana Poenaru

- The role of earth observation in advancing sustainable tourism

Maria-Ioana Vlad-Şandru
- Understanding retention in health tourism: how travel distance can influence satisfaction and loyalty

Breaban Marius Lucian
- Conceptual Models and Constructs in Metaverse Tourism: Shaping the Future of Hospitality and Travel

Liviu Anton Petrica
- Tourism in the deepfake era: between innovation and digital manipulation

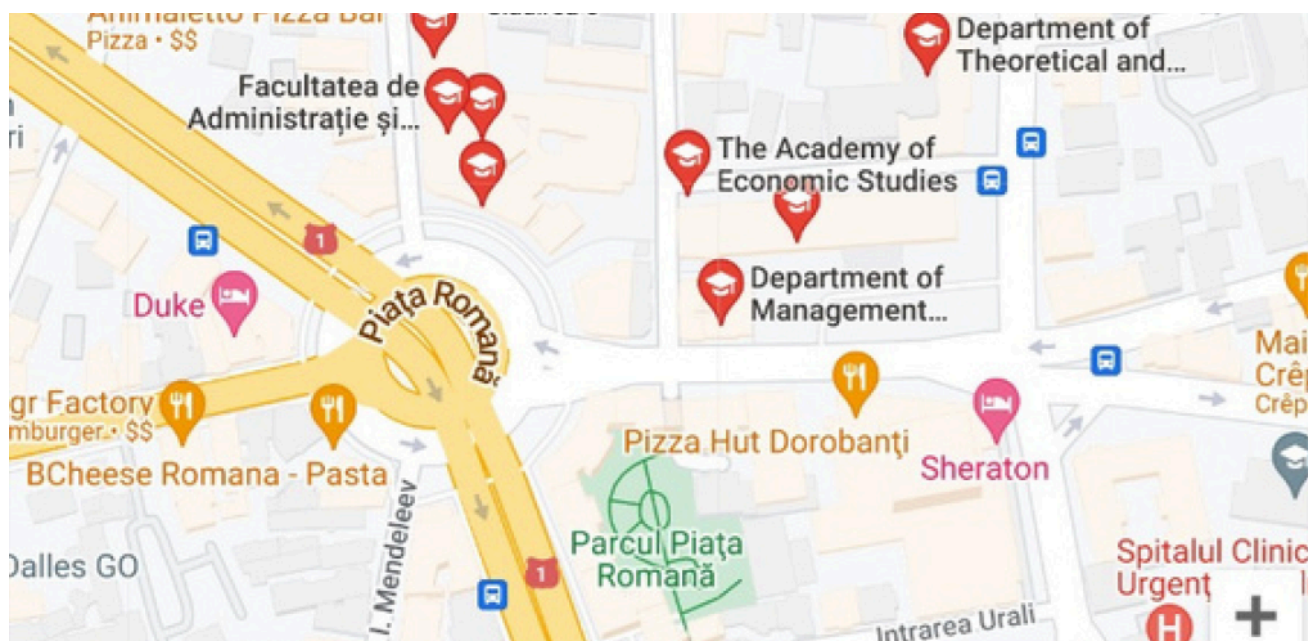
Andreea Nisipeanu

19:00 Dinner

CONFERENCE AGENDA

Venue

Romana Square 6, Sector 1, Bucharest



Itinerant Workshop

Friday, 10th of October



This day encompasses a workshop providing the opportunity to empirically assess the practical viability of core concepts discussed during the conference.



Contact Information

CACTUS CONFERENCE 2025



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