

# The Nexus Between the Travel Trends of the Young Generation and Ecotourism Development in the North East Region of Romania

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## Abstract

Taking into account that tourism is one of the main contributors to environmental pollution and deterioration, currently it is important to promote forms of travel with low environmental impact. Thus, ecotourism is often promoted as benefitting local destinations through income generation, employment and direct support for the conservation of key tourist attractions. Research supports the fact that this type of tourism influences environmental attitudes and knowledge, and eventually consumers' behaviour. Therefore, this study is a qualitative research, which aims to study the nexus between the travel trends of the young generation and ecotourism development in the North East Region of Romania. In this sense we applied structured interviews to a sample made of representatives of institutions and organisations in the field of tourism in the North-East Region (NE) of Romania. The results showed that there is an increase of the degree of awareness of local natural and cultural values, through the development of infrastructure and tourism products, through the promotion of the area, through the development of ecotourism and awareness of the importance of protected natural areas. The study represents a contribution to the literature with a growing interest in a subject about younger generation and the development of ecotourism.

## Keywords

Travel trends, ecotourism development, young generation, NE Region of Romania.

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## Introduction

According to researchers who use the systemic method of tourism research, the vital activity of the tourism system is impossible without interaction with the natural environment, therefore, the ecological aspect of the study of tourism as a system has great relevance (Platon, 2017). The ecological approach to tourism is due to human awareness of its disproportionate development. Thus, according to Cooper et al. (2016), tourism consumes natural resources, and in the centres of mass tourism, this process acquires a predatory character, so the destruction of the natural environment leads to a decrease in tourism production. Therefore, with the help of tourism development management and clear planning, the aim is to reduce the negative impact and increase the positive impact. Visitor management tools are used to manage tourist flows in order to maintain an ecological balance. Thus, visitor management monitors travel time (maximum length of stay, visit time), types of visits (sports allowed, etc.) or intensity of use of the region (maximum number of visitors allowed) (Coroș, 2015).

Over time, people became increasingly aware of its effects on the environment, the various effects of travel being environmental, social and economic. The evolution of transport and information technologies led to accessibility in less populated areas, which contributed to a rapid rise of tourism in natural areas. According to March 2017 statistics, 93% of Chinese tourists stated that they were more interested in choosing a destination knowing that it was environmentally friendly (Statista, 2017).

In this context, ecotourism is a form of tourism which has become the best solution in tourism development. Thus, Hunt and Stronza (2011) described the rapid growth of ecotourism over the past three decades.

Taking into account the previous research, the purpose of this study is given by the novelty of carrying out an analysis on the nexus between the travel trends of the young generation and ecotourism development in the NE Region of Romania. Such a study has not yet been carried out in the Romanian area, and can be an important contribution to the literature. The content of the paper proposes in the first part an analysis of ecotourism and its benefits, in the second part we present the research methodology with the research method and the description of the research area, then we discuss the results of the study, and in the last part of the paper we present the conclusions regarding the nexus between the travel trends of the young generation and ecotourism development in the NE Region of Romania.

## 1. Review of the scientific literature

Ecotourism is a form of tourism in which the tourist's main motivation is the observation, appreciation of nature and local traditions related to nature, which refer to: conservation and protection of nature, use of local human resources, educational character, through the awareness by tourists and local communities of a minimal negative impact on the natural, social and cultural environment (UNWTO, 2019). The tourism industry nowadays offers more destinations, tours and attractions. Consequently, it has caused major environmental problems, for example, waste increase, deforestation, modification of the coastline, loss of habitat for many species, etc. Today, ecotourism provides a better way to manage resources and offers an ideology based on the environment (Ramírez and Santana, 2019). Ecotourism contributes to the protection of species and their habitats either directly through conservation or indirectly through the generation of financial resources for local communities in order to make them appreciate their value and consequently protect them as income sources (Goodwin, 1996). Moreover, ecotourism represents responsible travel in natural areas which conserves the environment, supports the well-being of the local population, and engages in education (TIES, 2015). For Fennell (2003), ecotourism is based especially on the appreciation and knowledge of nature, which enjoys a low impact, without consumption, oriented to support the local community. Ecotourism usually takes place in natural spaces and necessarily contributes to their preservation and protection. Ecotourism means more than books and albums about fauna, binoculars, or folk art displayed on the walls of hotels and restaurants, it is a constant concern for the protection of landscapes, by supporting peoples' cultural tradition (Koens, Dieperink and Miranda, 2009). For Cusick (2008), the objective of ecotourism is to provide support for environmental conservation and economic development of communities residing in the destinations and nearby. Thus, ecotourism creates an opportunity for people to enjoy the natural world, while learning to be aware of how they behave in destinations where flora, fauna and culture are the main attractions (Tenney, 2019). In this context, Tenney (2019) shows that ecotourists rate hiking as their most preferred activity while traveling.

Compared to other destinations, Romania is differentiated by elements of intact nature, unique cultural heritage and authentic rural lifestyle. This makes Romania a country for which the main attributes associated with the destination given by foreign tourists who visited it or who know people who visited it are: authentic, rural, hospitable and green (Cozma, Coroş and Pop, 2021).

Therefore, ecotourism enjoys several benefits, such as:

- Ecotourism provides a direct economic contribution through job creation and indirect benefits through the financing of protected areas (Boley and Green, 2016). The jobs specific to ecotourism are mainly the permanent ones intended especially for local people who offer their services in hotels, restaurants, transport and sales of arts and crafts. In addition, ecotourism supports the establishment and maintenance of protected areas and supports some residual profits to local communities (Kiper, 2013). The study conducted by Farooquee et al. (2008) shows that local people are employed part-time for jobs such as: cooks, drivers, guides and workers, which is an important economic benefit for local communities through increased sales. In Costa Rica, Koens, Dieperink and Miranda (2009) found that the practice of ecotourism led to the growth of the local economy, increasing income from money spent in hotels, restaurants and souvenir shops.

- Ecotourism offers direct socio-cultural benefits from the provision of facilities and skill development and indirect benefits from the development of marginalised groups, promotion of local culture, encouragement of community organisation, improvement of education and greater control of natural resources. Ecotourism produces direct benefits through the improvement of medical services and various government programs, with the purpose to promote some areas as ecotourism destinations (Koens, Dieperink and Miranda, 2009; Boley and Green, 2016). The promotion of local culture has economic, psychological and

social contributions (Scheyvens, 1999). Community-based ecotourism programs encourage community organisation in ecotourism development plans and organisations to allocate community funds generated through ecotourism. Such programs also refer to the support of young people to have more educational opportunities (Koens, Dieperink and Miranda, 2009; Namgyl, Belsky and Siebert, 2014; Boley and Green, 2016).

- Ecotourism offers environmental benefits through the direct impact on nature conservation and the indirect impact on environmental education (Koens, Dieperink and Miranda, 2009). Ecotourism is directly related to the well-being and conservation of natural environments (Boley and Green, 2016). Thus, ecotourism development promotes the ability to preserve local areas, natural resources, being a means of income generation (Bosak, 2008; Namgyl, Belsky and Siebert, 2014; Regmi and Walter, 2016). The nexus between ecotourism and natural resource conservation is often described as symbiotic (Boley and Green, 2016). This nexus refers to the benefits which destinations receive as a result of the protection of quality natural resources, ecotourism emphasising conservation, education, responsibility and the active involvement of the local community (Martins and Silva, 2018).

## 2. Research methodology

The purpose of this study is to analyse the nexus between the travel trends of the young generation and ecotourism development in the NE Region of Romania.

The research method used is the qualitative method, which used the interview as a research tool. For this study, we collected 11 interviews, with the participation of representatives from 11 institutions in the field of tourism. These institutions have been coded, using the code R1 to R11, with the aim of protecting the data and their identity. The interviewees responded to a structured interview which was conducted by a moderator who aimed to analyse in detail the perceptions, motivations, attitudes, opinions of the participants in the discussion.

The research area concerned the NE Region of Romania, which is part of the historical region of Moldova, having a total area of 36,850 km<sup>2</sup> and a resident population of 3,157,192 inhabitants (January 1<sup>st</sup>, 2021). The NE Region is the largest of the eight development regions of Romania and has an important tourist potential, which can be compared with other national and international tourist regions (Agenția pentru Dezvoltare Regională Nord-Est, 2022).

## 3. Results and discussion

In the following, we present the synthesis of the answers obtained after the application of the 11 interviews. Thus, with regard to *the measures taken to protect the environment*, we considered *the determination of the importance of tourism in the NE Region of Romania*. Thus, the respondents' opinion was that tourism in the NE Region was very important, especially since this area had a natural and human potential which must be capitalised. This region *needs tourism* (R6), *it is a motor branch being a poorly developed region from an economic and industrial point of view* (R7). *Along with the quaintness of the region, the well-known hospitality, popular traditions, customs, the specifics of traditional Moldovan gastronomy, wine tastings from the Cotnari and Huși vineyards give local colour to attract tourists* (R1). *The region has a very large natural capital which must be capitalised, especially in the conditions of the disappearance of some industry branches* (R4). *Tourism is a very important field of activity in the NE Region of Romania, through the allocation and use of human and material resources, in order to obtain financial income for the population of this area* (R9). *Tourism is an activity through which numerous European funds can be attracted for the rehabilitation of tourist attractions in the region* (R11), *the NE region being rich in history, tradition, natural, cultural, spiritual monuments, etc.* (R8). *These aspects make it attractive both for locals and for people visiting this area. In addition, the industry is not very developed in this area. Therefore, it is beneficial to use these advantages for the region to have economic benefits.*

Next, we identified *the positive effects due to the practice of tourism in the NE Region of Romania*. The respondents primarily identified the positive effects of tourism development in the research area. Thus, the answers provided by R1 and R4 refer to: *the creation of new jobs, the possibility of capitalisation of products from local farms, the development of road infrastructure, the construction of new tourist accommodation structures, new leisure opportunities, the promotion of small industries of handicrafts, increasing the income of local residents through the sale of local production*. The answers provided by R3 refer to the effects of tourism development in Iași County. Thus, we found the appearance and the need of *new tourist accommodation units and restaurants, customer orientation, quality services, etc.* Some

investments also have this tourist component in mind, for example a park (Palace Complex) which attracts a certain category of tourists. The local administration is keen to attract tourists by carrying out some projects, for example the restoration of the streets in Copou - Breazu, the development of the central pedestrian area - "Cultural Axis". Respondent R11 believes that it is necessary to create a niche for the souvenir manufacturing process. The infusion of capital and know-how from the NE Region facilitated the rapid development of the area from a tourism point of view and created a model for other regions in Romania to follow (R6). Thus, tourism is a very important branch of the economy which can make a small area become a point of attraction for tourists, and the income resulted contributes to its considerable development (R2), which implies a better living standard for the community (R6).

In order to identify the negative effects due to the practice of tourism in the NE Region of Romania, we considered the answers provided by R2, who believes that an inadequate development of tourism, especially in the communities adjacent to the protected areas and beyond can represent a potential threat to the quality of the landscape and the maintenance of the quality of nature. Emphasis was also placed on: increasing environmental pollution, increasing waste, destruction caused by tourists, changing rural landscapes and overcrowding the area and the roads (R1, R4, R7, R11). The perspective of respondent R3 regarding the negative effects in the area is that *Iasi is perceived as an expensive city and there are not many tourists, so it is not likely to have negative effects*, while respondent R5 considers that *a minus in any tourist area in Romania is the fact that the more tourists in an area, the more trash thrown away randomly*. An important negative effect is also the overcrowding of tourist destinations, aspect which is mentioned by respondent R7, who considers that there is an *overcrowding of the main communication routes, especially of the roads in full season. The tendency to approach traditions, culture, spirituality is more commercial, and is not at a deep, qualitative level* (R8). Respondent R10 noticed a *much-increased pressure on the values of the natural protected area and an increase in the share of visitors who do not have a connection with/or a good understanding of mountains or natural values*.

Next, we identified *the travel trends of young tourists belonging to generation Z*. Thus, we can see a trend of young people towards ecological practices, *young people are beginning to be concerned with ecological practices and to be aware of their value.... Young people are more concerned with the actions of waste recycling, they behave with care towards nature, participate in voluntary activities to ecologise some areas, they are concerned with keeping the environment as clean as possible* (R1). Respondent R2 identified the fact that *the owners of tourist accommodation structures believe that there are more and more young "ecotourists".... It is not known if they do it out of conviction or because it is a trend. It is a trend to exercise on a bike, to visit, to hike, to do extreme sports, and then to post photos on Facebook, Instagram, etc.*

Respondents R3, R5 and R7 stated that the new generation is more interested in ecological practices, because *young people are more environmentally responsible, they use an application instead of a paper map, in the means of transport they scan a virtual code and no longer buy a printed code. Young tourists are interested in outdoor activities, they are consumers of ecotourism activities and participate in volunteer activities*. At the same time, the representative R11 mentioned that *they did not notice that young tourists were interested in ecological practices. The lack of early education in the spirit of respect and love for nature still keeps most of the young people away from realising the importance and beauty of practicing ecological tourism. Fortunately, children's participation in ecological actions gives us hope that the future is in good hands, because, they say, we can see the joy in their eyes when they plant their first fir tree, when they feel useful and important, when they clean a riverbed, when they learn about medicinal plants and find out how important they are for people's health* (R6). Respondent R8 noted an increase in the interest and attention to the environment both in young people and in the adult population. Additionally, *young tourists are interested in ecological practices* (R10), *but not more than Millennials* (R4). According to respondent R1, *several forms of tourism practiced by young people could be identified. Thus, young people like adventure tourism, tourism within mobility programs and educational tourism*. R2 conducted a study two years ago from which it emerged that *the ecotourism destination was considered a holiday destination with an average stay of over 3 nights, the preferred area was the rural one, and the tourists' preferred activities were hiking, horse riding and alpine skiing, with young people especially preferring to travel in groups (4-6 people). Today's youth are looking for emotions, intense experiences, fun and unique experiences. Long and static holidays turn into shorter but multiple holidays: city breaks in which they experience the way of life, culture and entertainment of Romanian or European cities, weekend tours to the mountains or the sea or entertainment in the city/locality of residence* (R6). *The research shows that young people are paying more attention to traditions, to the local specifics, they are looking to spend more time in nature... They are looking for more trips with close people, and in smaller groups* (R8).

During the Covid-19 pandemic, we could see a change in tourists' travel trends. Respondents R1, R3, R5, R7, R8 and R11 noticed that *the young generation of tourists went on trips in the country in greater*

numbers, they were oriented more towards rural tourism, towards nature and local specificity, they looked for tourist destinations as secluded as possible and chose less visited and less crowded tourist areas. The tourism period during the crisis can be considered beneficial for domestic tourism, but still, currently the choice of a holiday destination is strictly related to the rules/restrictions specific to the pandemic period and not necessarily to what tourists really want (R2). The same remark was made by respondents R4 and R6, the change is due to the legislation, the effect of the lockdown, the changes in destinations were rather imposed by the travel restrictions and not necessarily by the change in tourists' mentalities or travel preferences.

Tourists' environmental attitude has been different lately. In this sense, we could see a greater care of young people towards the environment. *Tourists were more careful with the environment, especially that category of young people who practiced mountain tourism. Thus, the amount of waste thrown into nature was reduced* (R1). Respondents R4 and R10 support the same idea, *tourists no longer leave waste in nature as much as they used to*. The representatives R3, R5 and R7 found a different attitude of tourists towards the environment due to the educational campaigns carried out in the mass media, the efforts of the local public administration for selective collection, they no longer take maps or brochures for each member of the family. *Thus, we could see an improvement in tourists' environmental behaviour*. An important example would be: *the responsible use of services and resources made available in hotels (water, towels, electricity) and restaurants*. Another example is about *the increasingly frequent use of bicycles, when the weather permits, for the movement of tourists in the visited areas* (R6).

There are also contradictory opinions regarding tourists' environmental attitude and behaviour. Respondents R2, R8, R11 did not notice an improvement and did not notice very big changes in tourists' behaviour, *comfort at the tourist destination is more important for tourists*.

*Ecotourism has gained more and more followers. Thus, their number is considered to increase... The Covid-19 pandemic has led to a change in tourists' travel preferences* (R1). *I don't want to believe that the efforts which we and the school teachers and many parents are making to bring this concept to the fore will remain without results* (R2). *There is a growing trend of trips for ecotourism purposes, an aspect observed by the representatives R3, R5 and R7, especially if in the future there are influencers to promote ecotourism, if there are comfortable conditions and of course if the tourist destinations are advertised. I think that young tourists, especially those with children or who live in big cities and miss country life, will choose to travel more in nature, to have authentic ecotourism experiences, specific to country life. We also observed an increased interest in traditions and crafts* (R8). *We are optimistic that in the future tourism will be practiced with more care and respect for nature. Like us, the younger generations have the opportunity to experience climate change, and the awareness of the risks will lead to a change in their mentalities and to the practice of ecotourism in increasing numbers* (R6).

In addition, the benefits of developing ecotourism in the area *will be an important source for the local population* (R9), but for this we must *contribute to education in this regard* (R10).

Next, we can see that there is a trend of young tourists who are willing to pay more to benefit from green products and services. *The price factor is still very important for young tourists. It is considered that in Romania it will take a long time before young people will be willing to pay more to benefit from ecological accommodation and services* (R6). Thus, *tourists are willing to pay more for ecological accommodation, but also for healthier food. Of course, not all tourists, but only those who want these services/food (there is a segment). Thus, we can see a growing trend in the purchase of these types of services/food, the Covid-19 pandemic has thus influenced the consumption of these categories of services* (R1). *Young tourists who have their own sources of income, and if they have an income above the average, they are willing to pay more for ecological accommodation* (R8). Therefore, 5 out of 11 respondents are *uncertain in this regard*, the respondents *do not have information in this regard and did not notice a tendency on the part of young people to make additional costs to benefit from ecological products and services* (R4, R7, R9, R10 and R11). Other respondents (4 out of 11 people) consider that *generation Z tourists are willing to pay more to benefit from ecological products and services* (R1, R2, R5 and R8) and only 2 of the respondents support the fact that *young people are not willing to pay more for green products and services* (R3 and R6).

Regarding tourists' interest in local authenticity and other services, we can see that young tourists tend to be eager for knowledge, thus appreciating *traditions, handicrafts, folk wear and costumes, as well as traditional culinary products* (R1, R2, R3, R4, R5, R6, R7, R8). The vast majority of respondents noticed an appreciation and *inclination of young people towards local culinary authenticity*. Handicrafts are highly sought after by young tourists, such as: wood carving, egg painting, traditional ornament and cloth sewing, wood/glass/stone painting (R2). This tendency was also noticed by respondent R7. *Young tourists like to eat traditional food, participate in branches, bicycle tour, practicing cyclotourism. They are interested in*

activities specific to the area, they spend time in adventure parks and are willing to stay in a tent (R3). Respondent R11 believes that *mature or older tourists are more interested in local authenticity than young ones*. Thus, *professional experience has proven to me that young people are attracted to local traditions and authenticity as much as they can also benefit from modern entertainment* (R6).

Regarding *the measures/solutions practiced by institutions and organisations in order to protect the environment*, we offer in the following some of the opinions of the respondents included in this research.

The institution represented by R1 is concerned *with raising the awareness of the rural population regarding the environmental protection; organises and participates in ecologisation activities, together with voluntary organisations*. The institution represented by R2 is a partner in a project initiated by the Romanian Ecotourism Association (AER) called "For Eco and Tourism - a civic initiative to clean up nature in Romania (PET Romania)". The project addresses an acute problem in rural areas, as well as in natural areas: improper disposal and storage of non-degradable waste. The institution represented by R3 is involved in several projects such as: *Come and meet my city!*, *Beautiful Moldova*, *S.T.E.P in Tourism*, *The project with ecological bicycles supports the issue of ecologisation*. The institution represented by R4 and the one represented by R5 are not involved in local projects which address the issue of ecologisation. The organisation represented by R6 frequently deals *with activities of sanitisation of mountain trails and around the city, always accompanied by young people and children. They participate whenever they are requested in ecologisation activities, but also in symposia and events of an informative or educational nature. They collaborate with local institutions and other NGOs*. The institution represented by R7 is involved in the *issue of ecologisation through the selective collection of waste, and in the past, it completed the project Ecologisation and monitoring of the protected areas around the monuments belonging to the national heritage and UNESCO - Suceava Monasteries*. The association represented by R8 *carried out ecologisation activities either at the organisational level or through the involvement of volunteers*. Now they are working on a *sustainability guide* which is available to partners, but also to local communities, to make them more aware of the recommended behaviour in relation to the environment. *Solutions are also being sought to raise awareness about selective collection*. The agency represented by R9 is involved in the *Let's do it Romania!* campaign, year after year participating in the *ecologisation of various areas around Piatra Neamţ Municipality*. It collaborates with various educational institutions within the Eco School project. The park represented by R10 is involved in local working groups *to reduce waste pollution in the Izvorul Muntelui lake area*. The organisation represented by R11 is frequently involved in *local ecologisation projects*, such as the project regarding *the participation of 150 high school students from Vaslui in an action to ecologise the border areas of the city*. Another project refers to *ecologisation activities on the Delea watercourse in Vaslui*, performed on the occasion of *World Water Day* and *Let's do it Romania*.

Finally, this study *identified ways to promote aspects related to ecology and the measures to be taken in the future for ecotourism development*.

Thus, we could see that the vast majority of tourism institutions and organisations in the NE Region of Romania promoted on their website aspects related to ecology and environmental protection and the consumption of healthy local products. The institution represented by R3 at the time of this study was in the process of rebuilding the page, going to integrate aspects related to ecology and environmental protection in its new format. There are also organisations from the NE Region of Romania which do not promote aspects related to ecology and environmental protection, among which we mention R5.

Here is the opinion of respondent R8 - *We mainly focus on tourist promotion and information, but aspects related to the environmental protection are also promoted, especially since a large part of the destination area overlaps protected areas* (R8). Moreover, ecotourism wants to become an opportunity for learning and knowledge. Thus, visitors must benefit from access to information regarding the visited area, have the opportunity to learn new information about the natural values of the area, its history, traditions and customs, etc., both through non-personal means and directly, from the tourism operators with whom they come into contact, as well as from the locals.

In the following we present some of the measures to be implemented in the future for ecotourism awareness by R1. They are: *raising the awareness of the local population regarding ecotourism* - in the professional training courses which R1 runs, aspects related to ecology, environmental protection, gastronomy, agritourism and ecotourism are presented. R1 *will run ecological actions based on the Via Transylvania route - for the environment and food*. There is a tendency to promote ecotourism initiatives in the area by *organising awareness campaigns among young people, camps and thematic trips to which the participants will always respond when they are asked for help* (R6) and *will develop partnerships* (R7). The association represented by R8 is responsible for measures such as developing local collaborations between local and regional partners, looking for resource persons who can get involved in promoting the destination,

preserving local authenticity, offering unique experiences, initiating activities and campaigns of awareness on the local community, as well as the periodic evaluation of the stage of involvement in ecotourism activities.

In conclusion, we offer the opinion of the representative R2, who believes that *the promotion of natural, human and cultural values plays an extremely important role and will continue to be done in the most professional way possible. In the short term, a plan will be considered to diversify the range of ecotourism services and packages and/or programs offered to tourists.*

Thus, people's tendency should be to practice sustainable, responsible tourism, ecotourism, which does not lead to the degradation of the environment through its activities. This trend can also be observed globally. Thus, the tourism development actions of some regions should be implemented taking into account the future of tourism and the local conditions and particularities which determine the current and potential state of the development of some regions (Ianioglo and Rissanen, 2020).

## Conclusions

The analysis context of this study provided an overview of the nexus between the travel trends of the young generation and ecotourism development in the NE Region of Romania. Even if in the literature the profile of the sustainable tourist does not have a standard typology (Butnaru et al. 2022), the results of this study show that tourists from the young generation tend to have values regarding options for practicing ecotourism and protecting the environment. Thus, we can see that there is a tendency among young tourists to practice tourism based on a responsible attitude towards the natural values of the area, as well as a tendency to increase the purchase of ecological services and products.

In addition, based on the 11 interviews applied to representatives of tourism institutions and organisations from the NE Region of Romania, we identified some of their activities which were oriented to the benefit of the entire area, with the purpose to contribute to the increase of the degree of awareness of local natural and cultural values; development of infrastructure and tourism products; promotion of the area; promotion of other local products; promotion and development of ecotourism and public awareness of the importance of protected natural areas; preservation of local cultural values; development of a healthy lifestyle by promoting mountain tourism; organisation of professional training programs.

Even though this study brought to the fore some interesting results, there are limitations in how the information obtained from the respondents can be generalised, since the sample used in the analysis included 11 interviews answered by representatives of tourism institutions and organisations in the NE Region of Romania. Therefore, we obtained the information in a single research stage, with some respondents giving short answers lacking pertinent arguments. In addition, there were questions which the respondents did not answer due to the lack of information about certain aspects, as well as situations where the respondents were oriented to give favourable answers regarding the travel trends of the younger generation. In this context, we believe that this research tool could be further improved and retested.

This study represents a contribution to the literature with a growing interest in a subject, in a field in which, at least until now, there is no significant number of studies in the Romanian literature.

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