

UNIVERSITATEA DE ȘTIINȚE AGRICOLE ȘI MEDICINĂ VETERINARĂ CLUJ-NAPOCA  
ȘCOALA DOCTORALĂ DE ȘTIINȚE AGRICOLE INGINEREȘTI

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TEZA DE ABILITARE

PERCEPȚIA ȘI ATITUDINEA COMUNITĂȚILOR LOCALE PRIVIND  
DEZVOLTAREA TURISMULUI

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Domeniul: **Inginerie și management în agricultură și  
dezvoltare rurală**

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## **Abstract**

The present habilitation thesis briefly presents the main scientific and professional results achieved after obtaining the Ph.D. degree in Agronomy (2011) until present, as well as the planning for my professional career.

The work entitled „Perception and attitude of local communities towards tourism development” presents the main research directions: assessing the impact of tourism development on rural communities in Romania, respectively assessing the possibilities of diversifying the rural economy by developing specific tourism products and capitalizing the local resources

The first introductory chapter describes the key moments in the development of my academic career by concisely presenting the scientific and professional evolution.

Chapter 2 reports the most relevant results obtained from own research emphasizing the importance of tourism in diversifying the local economy. The results of these researches represented the premise for establishing research-consultancy contracts and at the same time ensured the transfer of the research results towards the economic environment.

The main part of the habilitation thesis is devoted to the first research topic, discussed in Chapter 2.1. Starting from acknowledging the importance of tourism at national and international level due to the multiple roles it plays (economic, social and cultural), but also due to the positive impacts of its development (employment, wealth, dynamism, revenue growth, infrastructure, international friendship and the relocation of people and assets), it was considered appropriate to determine the perception of rural residents on the impact of tourism development and community support on the future development of this sector. Starting from the importance of the local community in the development of tourism products, Chapter 2.1.1

presents an analysis of the perception of the local community on the tourist destination, continuing later in Chapter 2.1.2 with the analysis of residents' perception of economic, socio-cultural and environmental impacts resulting from the development of tourism. Based on the results that highlighted the perception of the rural community regarding the development of tourism, an analysis was made of the attitude of the residents regarding their support for the sustainable development of the tourist destination. The results indicated that rural communities have a positive attitude in terms of support for tourism development in their community, followed by an analysis of the desire to become an entrepreneur in rural areas, and more specifically in rural tourism (Chapter 2.1.3). Thus, the reasons underlying the desire to become an entrepreneur were analyzed, as well as the main barriers. Chapter 2.1.4 presents an analysis of the socio-cultural impact of tourism development, knowing that this component is important for the support of tourism development.

Chapter 2.2 presents the results of researches that focused on understanding the consumer behavior regarding the local products, which are turning to advantage the local resources. Chapter 2.2.1 presents the consumer's perception and attitude towards the consumption of certified food products, while Chapter 2.2.2 deals with current issues of sustainable consumption and food consumption in the context of the Covid-19 pandemic.

Briefly, the research and publishing achievements since obtaining the Ph.D. degree until the present time are as follows: 2 scientific books published at national publishing house; 2 teaching books; 2 teaching materials for practical work; 24 articles in journals indexed ISI, of which 13 published as first author/corresponding author; more than 50 articles published in journals indexed in IDB; 2 research contracts with the economic

environment, as director; 6 research projects as member; 198 citations WOS; 8 awards with the UEFISCDI competition for publishing research results (2017-2021); member in editorial board and reviewer of journals indexed ISI and IDB.

The habilitation thesis concludes with the presentation of the plan of my scientific, professional and academic career and the proposed objectives in the short, medium and long term, the fulfillment of which will contribute to the improvement of the performances at the IMADR domain. In this process, an important role will be played by the team of young researchers (masters and doctoral students in the field of IMADR) that I will have the pleasure to coordinate.