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SUSTAINABLE MANAGEMENT AND THE PERCEPTION OF THE YOUNGER GENERATION REGARDING SUSTAINABLE TOURISM

**Corina Constanța SÎRBU¹, Ana-Mariana DINCU^{2*}, Iuliana MERCE³,
Claudia SÎRBULESCU⁴, Elena TONEA⁵**

¹ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Department of Management and Rural Development, e-mail:

corinasirbu@usvt.ro

² University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Department of Management and Rural Development, e-mail:

anamariadincu@usvt.ro

³ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Department of Management and Rural Development, e-mail:

iulianamerce@usvt.ro

⁴ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, e-mail: claudiasirbulescu@usvt.ro

⁵ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, e-mail: elenatonea@usvt.ro

The concept of sustainable management in tourist units highlights the main dimensions of sustainability found in the specialized literature (economic, social and with an emphasis on ecological). Climate change but also the increase in the number of tourists has made managers in tourist units increasingly concerned with environmental protection and adopting sustainable practices.

• **Material and method**

The research is based on an empirical approach, being carried out through a quantitative study based on a questionnaire, applied to a sample of young people.

Conclusions

Regarding sustainable tourism, a positive perception of young people is observed because they have access to education and awareness campaigns, but their behavior is not always appropriate, having expectations from organizers to adopt sustainable practices.

• **Results and discussions**

In this paper, we analyzed the perception of young people on sustainable tourism and observed that they are much more concerned with environmental issues, understanding very well the impact of tourism on nature (ecosystem degradation, pollution).