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TRENDS IN CURRENT TOURISM DEVELOPMENT

IOANA ANDA MILIN¹, IULIANA IOANA MERCE^{1*}, TIBERIU IANCU¹, TABITA CORNELIA ADAMOV¹, MARIUS IONUȚ GORDAN¹, DRAGOȘ CIPRIAN CHENDE^{2*}

¹University of Life Sciences “King Mihai I” from Timisoara, Faculty of Management and Rural Tourism,

² Doctoral School “Engineering of vegetable and Animal Resources”, University of Life Sciences “King Mihai I” from Timisoara, Aradului Street no. 119, 300645- Timișoara, Romania

Abstract: Current trends refer to a new dimension and characteristic of travel as a mature response to an increasingly complicated world. The opportunities offered by current tourism are linked on the one hand to artificial intelligence and “smart” travel and on the other hand to the “digital detox”, the return to simplicity, country life and local tourism, reconnection. It will be necessary to undertake a set of actions that contribute to raising tourism from a national strategic level to a higher level of international tourism policy, based on the expansion and diversification of quality tourism product offerings and the promotion of innovative management experience and social responsibility. In this paper, we analyze these new trends, with a national case study.

Introduction

Post-pandemic world has redefined the priorities of tourists, with a growing number of new generations placing increasing emphasis on authentic experiences, connecting with nature, tranquility, returning to the countryside, and technology that makes the entire process easier — from planning to returning home.

Material and method

In this paper, we analyze the main directions that define contemporary tourism, directions that are also valid for Romania and that can be seen as true “structural changes” in the tourism industry. This includes the orientation towards: sustainable and adventure tourism, culinary tourism, health tourism, all of these forms being increasingly closely linked to environmental protection, local economic and social impact, changing consumer behavior, etc.

Results and discussions

At the national level, the following trends are observed:

- sustainability has moved from an option to a strategic necessity for many destinations.
- technology is redesigning the entire travel experience, from planning to execution.
- tourists are looking for experiences that enrich their lives or contribute to the common good
- consumer behavior is adapting to new climate and economic realities..

Thus, they become important:

- **Minimal Impact Travel or Low-Impact Tourism** (Environmental protection, respect for nature and biodiversity, local socio-economic impact)

- Ecotourism and agrotourism

Specific ecotourism activities	Specific agrotourism activities
o Observation of fauna and flora	o Participation in farm chores:
o Birdwatching	o Local gastronomy and culinary workshops:
o Guided hikes	o Craft workshops
o Silent adventure tourism	o Tasting of farm products
o Nature photography	o Cart or sleigh rides

- **Green certifications** are increasingly important for tourists. They help tourists identify businesses that are not just doing “greenwashing” (false ecological marketing).

National Certifications (Romania)	Prestigious International Certifications
Eco-Romania (AER)	Green Key, Travelife,
European Union Ecolabel (European Flower)	EarthCheck:

- **Digital nomads**-The Digital Nomad Visa, which allows non-EU foreigners to live and work here for up to 12 months.

Conclusions

Current trends in tourism focus on moving from the “consumption” of places to living meaningful experiences, guided by the following ideas:

- Sustainability as a standard
- Technology and personalization
- Meaningful tourism
- Slow travel and bleisure
- The search for certified authenticity
- Digital nomadism