

CONTENTS

I. EDITORIAL

Claudia-Elena Țuclea

Tourism between knowledge and territory: the Sapanca lesson 5

II. ARTICLES

1. Alexandru Marian Petrisor Tanase, Emilia Titan, Iliana Caragea

Education, workforce integration, and social inclusion: how does Romania compare with the European Union? 7

2. Rita Puji Lestari, Asep Rokhyadi Permana Saputra

When leadership fails but CSR works: insights into sustainable business innovation in the hospitality industry 20

3. Ümit Şengel, Zeki Coşkun, Sena Uz

Understanding cultural tourism through the themes of history and identity in postmodern novels: the white castle 42

4. Angelina Titeryakova

Cinematic journeys: analysing the appeal of pop culture tourism through tourist perceptions 54

5. Kuzu Sinem, Sarı Çallı Didar

The role of tourism in the sustainability of cultural heritage: qualitative research on Turkish bath culture 65

6. Cristina-Mirabela Malaia, Vlad Diaconescu, Daniela-Elena Mocanu

Developing a value-responsive quality culture in Romanian hotel chains 77

7. Tuğba Arıcı, Nuray Eker

The interaction of Generation Z with intangible cultural heritage through digital platforms and their participation intentions 92

8. Anton-Liviu Petrica

Beyond borders: assessing the educational value of the metaverse in tourism 105

9. Noémi Tordai (Pál), Beáta Tatár, Alexis-Monica Moga, Flavia Dana Oltean

From farm to fine dining: the impact of local sourcing on the competitiveness of Romanian luxury restaurants 120

III. STUDENT CORNER

Alexandra Bianca Tîrnăcop

Turbocharged: automating quality analysis in trust & safety 134

IV. INDUSTRY VIEWPOINT

Isabelle Frank

Transforming tourism education: four years of innovation at the École d'Hôtellerie
et de Tourisme du Luxembourg (EHTL) 146