



ROMANIAN ACADEMY
NATIONAL INSTITUTE OF ECONOMIC RESEARCH 'COSTIN C.
KIRITESCU'
INSTITUTE OF NATIONAL ECONOMY



International Conference
HERITAGE - IIDEAS

**HERITAGE CAPITALISATION
& DEVELOPMENT**

I DENTITY
I NNOVATION
D IGITALISATION
E NVIRONMENT
A WARENESS
S ECURITY

Online Edition
Bucharest, 26-27 October 2023

The poster features a collage of images: an aerial view of a fortified town, a rock with ancient inscriptions, a wooden sculpture of a seated figure, a circular stone structure in a field, a wooden church with a thatched roof, and colorful wooden gates.

INTERNATIONAL CONFERENCE HERITAGE – IIDEAS

**"HERITAGE CAPITALISATION AND DEVELOPMENT - IDENTITY,
INNOVATION, DIGITALISATION, ENVIRONMENT, AWARENESS
AND SECURITY"**

2023 Edition

<https://www.ien.ro/content/heritage-iideas-conference>

October 26-27, 2023, Bucharest, ROMANIA

The link to the Zoom meeting will be send to each participant, by email, in due time

Program

October 26th, 10:00-12:00 – PLENARY SESSION - Keynote speakers

- 09:45 – 10:00 **Registration of participants**
- 10:00 – 10:30 **Romania’s heritage potential for sustainable, resilient and inclusive growth**
Prof. univ. dr. Valentina Vasile, Director of the Institute of National Economy, Romania
- 10:30 – 12:00 **Presentation of papers in the plenary session and debates**
- 10:30 – 11:00 **HISTORYTELLING: Engaging the Audience. The Exploitation and Transformation of Historical Sources to Multimedia Narratives for Non-Captive Audiences. The Case of the UNESCO-listed Site of Philippi in Greece**
Dorothea Papathanasiou-Zuhrt, Artifactory, Greece
- 11:00 – 11:15 **Revealing Development Insights from Tourists' Online Feedback: A Case Study on Romanian Built Heritage**
Marius Surugiu, Valentina Vasile, Raluca Mazilescu, Institute of National Economy, Romania
- 11:15 – 11:30 **Bibliometric Analyses and Digital Financial Assets in the Field of Tourism**
Otilia Manta, “Victor Slăvescu” Centre for Financial and Monetary Research, Romanian Academy, Bucharest and Center for Mountain Economy CE-MONT Vatra Dornei/INCE/Romanian Academy, Vatra Dornei, Romania
- 11:30 – 11:45 **Q&A session**

October 26th, 12:00-17:00 – PARALLEL SESSIONS and Q&A

1. CULTURAL HERITAGE AS A DRIVER FOR SUSTAINABLE DEVELOPMENT
Chair: Valentina Vasile
2. HERITAGE CAPITALIZATION – OVERLAPING CRISES
Chair: Marius Surugiu
3. LOCAL DEVELOPMENT AND HERITAGE IDENTITY
Chair: Raluca Mazilescu
4. INNOVATION IN HERITAGE
Chair: Valentina Vasile

End of the first day

October 27th, 10:00-14:00 – PARALLEL SESSIONS and Q&A

1. CULTURAL HERITAGE AS A DRIVER FOR SUSTAINABLE DEVELOPMENT
Chair: Valentina Vasile
2. HERITAGE CAPITALIZATION – OVERLAPING CRISES
Chair: Marius Surugiu
3. LOCAL DEVELOPMENT AND HERITAGE IDENTITY
Chair: Raluca Mazilescu
4. INNOVATION IN HERITAGE
Chair: Valentina Vasile

For any query, please contact us at the following e-mail address: conference.ien@gmail.com

INTERNATIONAL CONFERENCE HERITAGE – IIDEAS

"HERITAGE CAPITALISATION AND DEVELOPMENT - IDENTITY, INNOVATION, DIGITALISATION, ENVIRONMENT, AWARENESS AND SECURITY"

2023 Edition

<https://www.iien.ro/content/heritage-iideas-conference>

October 26th, 12:00-17:00

- 12:00 – 12.15 **CSR Drivers in the Middle East, Focusing on Iranian Islamic Culture**
Mohammadsadegh Omidvar and Z. Afsharbakeshlo, Kharazmi University, Tehran, Iran
- 12:15 - 12:30 **Analysis of the Current Situation of the Civic Participatory System Related to the Culture and Tourism Sector in Multicultural Communities in the Danube Region**
Marioara Musteață-Pavel and Cristina Cornelia Florentina Lixândroi, The National Institute for Research and Development in Tourism, Bucharest, Romania
- 12:30 - 12:45 **Circular Economy Cultural Heritage Implications in Central and Eastern Europe**
Alina Georgeta Ailincă and Gabriela Cornelia Piciu, "Victor Slăvescu" Centre for Financial and Monetary Research, Romanian Academy, Bucharest, Romania
- 12:45 - 13:00 **Heritage as a Determining Factor for the Flow of Foreign Tourists in Romania. A Spatial Approach**
Irina Munteanu, Institute of National Economy, Romanian Academy and Bucharest University of Economic Studies, Bucharest, Romania
- 13:00 - 13:15 **Sustainable Heritage - Development & Identity Aspects**
Andreea Constantinescu, Victor Platon, Simona Frone and Florina Popa, Institute of National Economy, Romanian Academy, Bucharest, Romania

- 13:15 - 13:30 **Prospects of the Capitalization of Heritage as a Sustainable Development Resource**
Andreea Constantinescu, Victor Platon, Simona Frone, and Sorina Jurist, Institute of National Economy, Romanian Academy, Bucharest, Romania
- 13:30 - 13:45 **Circular Tourism Economy in European Union Between Competitiveness, Risk and Sustainability**
Manuela Rozalia Gabor¹, Mirela Panait², Ioan Bogdan Bacoș^{1,3}, Laura Elly Naghi⁴ and Flavia Dana Oltean¹, ¹) "George Emil Palade" University of Medicine, Pharmacy, Sciences and Technology of Târgu Mureș; ²) Petroleum – Gas University of Ploiesti, Ploiesti, Romania and Institute of National Economy; Romanian Academy, Bucharest, Romania; ³) "George Emil Palade" University of Medicine, Pharmacy, Sciences and Technology of Târgu Mureș; ⁴) Doctoral School IOSUD, "George Emil Palade" University of Medicine, Pharmacy, Sciences and Technology of Târgu Mureș, Romania; ⁴) Bucharest University of Economic Studies, Bucharest, Romania
- 13:45 - 14:00 **The Efficiency of Urban Development in the Context of Reducing Pollution**
Emilia Țițan, Daniela Manea, Giani Ionel Grădinaru and Mihaela Mihai, The Bucharest University of Economic Studies, Bucharest, Romania and Institute of National Economy – Romanian Academy, Bucharest, Romania
- 14:00 - 14:15 **The Importance of Cultural Heritage for the National Economy of Romania**
Florentina-Ștefania Neagu, Institute of National Economy, Romanian Academy, Bucharest, Romania
- 14:15 - 14:30 **The Industrial Heritage of Prahova County, Romania - A Comprehensive Study on Industrial Development, Preservation, and Sustainable Transformation**
Răzvan Gh. V. Ionescu¹, Ștefan Prahoveanu¹ and Iza Gigauri², ¹) School of Advanced Studies of the Romanian Academy (SCOSAAR); Romanian Academy, Bucharest, Romania; ²) St. Andrew the First-Called Georgian University, Tbilisi, Georgia
- 14:30 - 14:45 **Rural Tourism in Prahova County - Important Vector of Cultural Heritage Regeneration**
Adrian Ungureanu and Irina Rădulescu, Petroleum and Gas University, Ploiești, Romania

- 14:45 – 15:00 **Local Development and Heritage Identity. Case Study – Breaza City**
Daniela Antonescu and Ioana Cristina Florescu, Institute of National Economy, Romanian Academy, Bucharest, Romania
- 15:00 – 15:15 **An Analysis of Romania's Potential Regarding Tourism and Technology**
Florin-Marius Pavelescu¹, Lucia Negrut², Viorel Constantin-Negrut² and Cornelia Dumitru¹, ¹) Institute of National Economy, Romanian Academy, Bucharest, Romania; ²) West University Timișoara, Timișoara, Romania
- 15:15 – 15:30 **The Involvement of Technology in the Promotion of Cultural Heritage**
Andreea-Oana Begu, Institute of National Economy, Romanian Academy and The Bucharest University of Economic Studies, Bucharest, Romania
- 15:30 – 15:45 **Exploring Visitor Engagement With Romanian Tourist Attractions**
Valentina Vasile¹, Marius Surugiu¹, Raluca Mazilescu¹, Ana-Maria Ciuhu^{1,2}, Camelia Surugiu^{3,4} and Elena Bănică^{1,2}, ¹) Institute of National Economy, Romanian Academy, Bucharest, Romania; ²) Institute of National Economy, Romanian Academy / Romanian National Institute of Statistics, Bucharest, Romania; ³) Faculty of Administration and Business, University of Bucharest; ⁴) and National Institute for Research and Development in Tourism, Bucharest, Romania
- 15:45 – 16:00 **Estimation of default rates using the regression model and forward looking modeling**
Stelian Stancu^{1,2}, Ion-Florin Răducu¹ and Andreea Pernici¹, ¹) The Bucharest University of Economic Studies, Bucharest, Romania; ²) Centre for Industrial and Services Economics, Romanian Academy, Bucharest, Romania
- 16:00 – 16:15 **The major role of natural gas in the transition to the green economy**
Marius Bulearcă, Center for Industry and Services' Economics, Romanian Academy, Bucharest, Romania
- 16:15 – 16.30 **Analysis of economic competitiveness in the context of increasing the sustainability of cultural tourism in the European Union**
Andreea Stroe, Institute of National Economy, Romanian Academy, Bucharest, Romania