

# **LAWS AND REGULATIONS IN ROMANIA**

# ETHICS, LAWS AND REGULATIONS IN ROMANIAN TOURISM

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**Abstract:** *Darwin's theory of species evolution discusses the development of species through natural selection, noting that more advanced species developed a natural instinct of social duty. In time communities developed norms and rules establishing desirable ethical behaviors in society and the consequences of violating them. In modern times, laws and regulations constitute the minimum ethics of society. Today's world faces increasingly urgent issues, including climate change, ideological conflicts leading to wars in various parts of the globe, and heated debates concerning gender acceptance and the elimination of discrimination. All of this exerts mounting pressure at every societal level. We find ourselves engaged in profound discussions about what is right or wrong, correct or incorrect, who is right, who should be punished and excluded. In these turbulent times, the need for well-being becomes a priority, and tourism plays a crucial role in this regard. Thus, we set out to examine the extent to which tourism management authorities establish laws and regulations that form a solid foundation for tourism business ethics. We start from the premise that a well-established and strictly implemented foundation imposes business ethics that can only advance beyond minimal legislative standards. We have observed how the laws and regulations adopted for Romanian tourism impose a business ethics that leads to sustainable development. We also analyzed the extent to which the sustainable development objectives of Romanian tourism are monitored. We have determined that international trends have influenced legislative regulations, and the concept of sustainable tourism is frequently invoked, however, the concrete steps taken in this regard remain minimal.*

**Keywords:** *ethics, Corporate Social Responsibility, sustainability, sustainable development, tourism*

## INTRODUCTION

A commonly found definition in the literature regarding business ethics describes it as “moral principles and values that govern business and its employees beyond legal regulations; a code of conduct ensuring that all employees exhibit behavior that builds customer trust in the business.”

(Twin et al., 2024) But can these principles develop without a legislative power that clearly regulates the consequences of violating business ethics? Without clear norms and regulations, how will businesspeople pursue sustainable development in their enterprises, which may sometimes incur costs and investments to the detriment of immediate and tangible profit? These are questions that guided our analysis all along.

Business ethics implies implementing policies and particularly practices that establish clear rules regarding interpretable aspects and subjects, going beyond legal regulations. Often, concepts such as corporate governance, privileged transactions, bribery, discrimination, social responsibility, and fiduciary duty are considered. Existing legislation regulates these aspects at a basic level. However, as previously mentioned, ethics applied business must go beyond the minimal standards of laws, especially where legal regulations leave room for interpretation. We refer to businesses led under principles such as: strict adherence to the law, moral/ethical practices, respect for others, integrity, honesty, even compassion, also leadership, responsibility, transparency, loyalty and respect for the environment, simply reject our benefits or corporate benefits that make us feel of discomfort and unfairness when compared to the other stakeholders.

Climate change, ideological conflicts resulting in wars in various regions of the world, and deep discussions regarding gender acceptance and the elimination of discrimination have made ethics become a vital topic in all areas of life. Addressing global problems has become a priority, with clearly established objectives for sustainable development at global, national, regional, and even organizational levels that implicate our contribution from an ethical point of view. The renowned 2030 Agenda for Sustainable Development is pursued globally, and within Europe Union with a priority. Many firms set sustainability-related objectives, aim to accomplish these objectives and report upon its.

Building on this aspect, we aim to analyze Romanian tourism from the perspective of legislative regulations, as well as how these establish certain norms of ethics and sustainable development in tourism. In the first part of our article, we focused on the literature review regarding the concepts that form the basis of our research. We then analyzed the legislation in the tourism sector concerning the extent to which legislative power and management authority in this field have implemented a minimum standard of ethics and set clear objectives and actions to ensure the sustainable development of Romanian tourism.

## LITERATURE REVIEW

The body of literature on business ethics has, over time, developed three major concepts: ethics/morality, Corporate Social Responsibility (CSR), and sustainability. More recently, the concepts of Environment, Social and Governance (ESG) have emerged.

The terms “ethics” and “ethical” derive from the Greek word “ethos” which referred to the customs and practices specific to a community that distinguish it from others. Similarly, the term “moral” comes from the Latin “mores”. Customs were viewed not only through the lens of individual behavior within a community but also regarding community acceptance; behavior that deviated from accepted customs was met with serious disapproval.

According to authors John Dewey and James H. Tufts, “ethics is the science that deals with conduct, insofar as it is considered right or wrong, good or bad. (...) Another way of stating the same is to say that ethics aims to provide a systematic account of our judgments concerning conduct as they are evaluated from the perspective of what is right or wrong, good or bad.” (Dewey and Tufts, 2012) In their view, ethics should study inner processes as affected by external conditions and behavior as an institution shaped by internal purposes or that influences inner life. While psychology examines choice and its purpose, ethics looks at choices affected by the rights of others and assesses them as right or wrong, good or bad from that perspective.

Russian philosopher Pëtr Alekseyevich Kropotkin sought to address two fundamental moral questions: Where do human moral concepts originate? And what is the purpose of moral prescriptions and standards? He divided his work into two parts: the first addressing the origins and historical evolution of morality, and the second intended to present the foundations of realistic ethics and its objectives. Kropotkin managed to complete only the first volume of his work “Ethics” which remains unfinished, with some chapters existing only in outlines and the final chapter on the ethical teachings of Stirner, Nietzsche, Tolstoy, Multatuli, and other contemporary moralists left unwritten. In the second volume of “Ethics” he only wrote a few essays, including “Primitive Ethics”, “Justice, Morality, and Religion”, “Ethics and Mutual Aid” and “The Origins of Moral Motives and the Sense of Duty”. Kropotkin began exploring moral issues in the 1880s but gave particular attention to moral problems in the late 19th century when literature began to hear voices claiming morality was unnecessary, and many representatives of science and philosophical thought influenced by Darwin’s teachings asserted that only one law prevailed in the world, the struggle for existence.

Kropotkin, deeming such conclusions false, aimed to scientifically demonstrate that nature is not amoral and does not drive humanity to wrongdoing, arguing that morality is a natural product of the evolution of social life, applicable not only to humans but also to most living creatures, among which the rudiments of moral relationships can be found. He believed Darwin's work extended beyond biology, and from the first outline of his theory, Darwin noted: "My theory will lead to a new philosophy." (Kropotkin, 1922) Kropotkin argued that by introducing the notion of evolution into the study of organic life, Darwin opened a new era in philosophy. In his later sketch on the development of moral sense, Darwin turned a new page in ethics, presenting the true origin of the moral sense in a scientifically robust manner. Although his key ideas might be seen as an extension of those of Shaftesbury and Hutcheson, Kropotkin believed Darwin should be credited with paving a new path for science, placing him among the founders of ethical schools alongside figures like Hume, Hobbes, or Kant. Darwin identified the true basis of all moral sentiments "in the social instincts that lead an animal to enjoy the company of its peers, to feel a certain sympathy for them, and to perform various services for them." Kropotkin emphasizes that the sympathy discussed by Darwin must be understood in its precise sense, not merely as a feeling of compassion or love but as a sense of camaraderie" or "mutual sensitivity", signifying the capacity to be influenced by another's feelings. Darwin further suggests that as a species' mental faculties develop, particularly in humans, the social instinct will naturally evolve. Failure to satisfy this instinct can lead to feelings of dissatisfaction or even unhappiness, especially when individuals reflect on past actions and realize that their "strong and always present social instinct yielded to another instinct, which was stronger at that moment but not as solid and left no lasting impression." (Kropotkin, 1922)

In the theory of values, "ethics" or "moral philosophy" studies and analyzes good and bad behavior, and the concepts of right and wrong, good and evil. The literature on ethics distinguishes the following branches: normative ethics – concerned with examining and formulating normative ethical judgments; meta-ethics – which investigates moral terms and concepts; and applied ethics – which analyzes how existing normative principles apply to challenging cases, often arising from new scientific discovery, new technologies. (Sfetcu 2020) Within applied ethics, several disciplines have developed, including business ethics, which analyzes the actions of the parties involved in a business (shareholders, employees, suppliers, customers, etc.) from a moral point of view. It is considered to have developed in the

early 20th century in the USA.

In their work, *Is It Time to Reclaim The Ethics in Business Ethics Education?*, Jaganjac et al. explored the literature on business ethics education published between 1982 and 2021. The research was conducted in two main bibliographic databases recognized as reference in the academic field, Scopus and Web of Science (WoS). A total of 83992 works were identified, the year 2022 being excluded from the sample, as it was ongoing. A systematic literature review and bibliometric analysis of 862 scholarly articles spanning 40 years of business ethics education research revealed a thematic shift in literature. The older articles were mainly concerned with ethics, and the newer articles were mainly focused on addressing the concept of sustainability. The authors performed an analysis from the perspective of co-citation, which allowed the identification of the most influential authors of the literature on business ethics education. The top 7 authors most co-cited in the specialized literature in the field of business ethics education are US residents, namely: Linda K. Trevino with 343 citations; James R. Res (289); Lawrence Kohlberg (247); Ronald R. Sims (196); Robert A. Giacalone (179); James Weber (167) and Jeffrey Pfeffer (158). They are followed by Sumantra Ghoshal, England resident, with 158 citations like Pfeffer, and Jeremy Moon from Danmark with 120 citations. Also with 120 citations, the tenth is Archie B. Carroll, again US resident. (Jaganjac et al., 2023)

The most relevant journals regarding the literature on business ethics education are: Journal of Business Ethics; Journal of Management Education; International Journal of Management Education; Journal of Education for Business; Accounting Education; Academy of Management Learning & Education; Journal of Marketing Education and Journal of Teaching in International Business. Their CiteScore, calculated by dividing the number of citations received between 2018 and 2021 by the number of articles published in the same period, were situated between 1.9 and 15.8. The highest score belongs to Journal of Management Development (15.8), published by Elsevier, followed by Journal of Business Ethics (JBE), with the score 10.8, published by Springer. (Jaganjac et al., 2023)

The authors also noted the fact that, over time, the research interests of the authors were diverse, but still four categories were distinguished: “authors who focused on the psychological aspects of moral development, authors who focused on the definition or implementation of CSR in firms and in business school curricula, authors who focused on how business ethics should be taught in schools, and authors who criticized business education and called for a revision of the theories currently taught in business

schools.” The results revealed that the JBE was both the most productive journal, publishing 319 (37%) of the articles in the sample, and the 2nd on the list of Scores.

Regarding the term Corporate Social Responsibility, William C. Frederick identifies in its development, until the 1970s, the examination of the obligation of firms to work for “social betterment”, considering it CSR1, and then, around 1970, started the emergence of the term “Corporate Social Responsiveness”, which the author considers, in the continuation of his research, as CSR2, defining it as “the ability of a corporation to respond to social pressures.” (Frederick, 1994)

If we were to look at the neoclassical view of a business, the only social responsibilities that a business should have assumed were to provide jobs and pay taxes. Milton Friedman took this view to the extreme when he spoke of shareholder profit maximization. In his opinion, only a few tendencies would so completely undermine the foundations of our free society as the acceptance, by corporate officials, of a social responsibility at the expense of profit as much as possible more money for their shareholders. (Friedman, 1962)

The 70s are also a reference in terms of the concept of sustainable development. On the agenda of meetings organized at a high level, issues such as: the excessive growth of the planet’s population; degradation of soil, air and water caused by pollution; the suffocation of cities from the population perspective of pollution; depletion of resources caused by the pattern of economic growth and production, because it leads to the waste of resources; the melting of glaciers and the possibility of catastrophic floods, etc., are brought to the fore more and more often. So that, step by step, the definition area of the CSR concept begins to cover an increasingly wide range of problems, such as job loss, employer relations with employees, human rights, and companies’ relations with the community and the environment.

In their 2010 study, Adam Lindgreen and Valérie Swaen identified two major trends in conceptualization and research on CSR. One trend relates to the levels of analysis, where researchers shifted from discussing the macro-social effects of CSR to focusing on organizational-level analysis of CSR implementation and its impact on organizational processes and performance. The other trend concerns the theoretical orientation of the field, where researchers moved from arguments explicitly focused on norms and ethics to management studies related to norms and performance. (Lindgreen and Swaen, 2010)

CSR Europe, an organization that brings together major European companies, associates the concept of CSR with areas such as: the workplace

from the employees' perspective, the market in which the business operates (customers, suppliers, etc.), the environment, the community in which the business is active, ethics, and human rights. This organization sees itself as the driving force behind the main European business network for sustainability and corporate responsibility, supporting businesses and industries in their transformation and collaboration through practical solutions for sustainable growth. In their view, "businesses are key to providing innovative solutions for today's challenges." (<https://www.csreurope.org/about-us#vision>) CSR Europe was established with the adoption of the Sustainable Development Goals (SDGs) as its foundation. In its mission, the organization set four key objectives: to enhance the integration of sustainability into business models and corporate management; to become a platform for collaboration among stakeholders and a catalyst for innovation in building a sustainable and inclusive society, both in Europe and beyond; to work alongside European institutions in promoting policies that contribute to a global sustainability agenda; and to create a globally recognized business network.

A key milestone regarding the SDGs was the year 2015, when the UN General Assembly adopted the 2030 Agenda for Sustainable Development, a package of 17 global goals addressing the development issues of the entire planet. This agenda was designed to update the goals set by the UN in the fall of 2000 through the "Millennium Declaration," which had been too focused on the development of the world's poorest regions. As a member state of the UN and the EU, Romania has committed to the agenda of the 17 SDGs. It has also endorsed the conclusions of the EU Council, adopted in the summer of 2017, under the title "A Sustainable Future for Europe: The EU's Response to the 2030 Agenda for Sustainable Development."

The concept of sustainability emerged in the 1970s, initially within scientific research related to environmental issues, environmental management policies, industrial production, and agriculture. Over time, the concept of "corporate sustainability" was introduced into academic literature and gained increasing attention from both researchers and practitioners. Corporate sustainability emphasizes the idea of integrating businesses into larger systems and their role in either stabilizing or undermining these systems.

Authors Meuer, Koelbel, and Hoffmann conducted a review of the academic literature on corporate sustainability, offering two clear definitions of the concept: one more lenient, which they describe as "a company's attempt to address environmental and social issues," and a stricter one, viewing corporate sustainability as "a set of activities fully integrated into a company's overall strategy that effectively contributes to the well-being of

current and future generations by protecting and enhancing the resilience of the biosphere, social equity, cohesion, and economic prosperity.” (Meuer, Koelbel, and Hoffmann, 2019) In their view, policies such as “green buildings” or “fair jobs” are important tools for addressing specific sustainability challenges within businesses. They also note that many companies already provide information about the relevance of certain sustainability activities to their operations, set future goals, and report on the extent to which they have achieved their sustainability objectives.

According to Wikipedia, sustainability is defined as “the process of maintaining changes in a balanced state of homeostasis, where the exploitation of resources, investment direction, technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.” (<https://ro.wikipedia.org/wiki/Sustenabilitate>)

In the vision of the TWI Romania company, sustainability is “the ability to exist and develop without exhausting natural resources for the future”. TWI Romania is an organization based on affiliation, which supports both individuals and companies, offering accredited consulting in the design, creation of products, in the field of welding. (<https://www.twi-global.com/locations/romania/ce-facem/intrebari-frecvente-faq/ce-este-sustenabilitatea>)

Mihai-Cristian Ioniță, a journalism graduate and editor for Green Start-up, who studies the latest trends in green energy, uses the definition of sustainability found on [www.mcgill.ca](http://www.mcgill.ca): “Sustainability means meeting our own needs without compromising the ability of future generations to meet theirs.” He also outlines three key pillars of sustainability: environmental protection through reducing carbon footprints; social development, referring to how a company treats its employees, stakeholders, and shareholders; and sustainable economic development, arguing that “by adopting sustainable business practices, leaders can help their companies attract new investors”, as investors are increasingly attentive to a company’s sustainability practices when deciding on funding. (<https://start-up.ro/>)

## **ROMANIAN TOURISM FROM THE PERSPECTIVE OF LEGISLATION, REGULATIONS AND ETHICS**

We will further analyze to what extent the legislation and regulations in force, in Romania, establish a minimum normative set of ethics in tourism business, as well as to what extent the legislative power and the management authority in the field of tourism remain implemented minimum

norms of ethics in tourism businesses, as well as the extent to which the sustainable development of Romanian tourism is supported and pursued.

Regarding tourism legislation in Romania, the following are in force: 2 laws; 6 Government Emergency Ordinances, to which are added 4 other Government Ordinances, 20 Government Decisions (H.G.) and 44 Orders of the Minister of Tourism. The legislation is available on the website of the Ministry of Economy, Entrepreneurship and Tourism (<https://turism.gov.ro/web/legislatie/>)

We analyzed the normative acts from the perspective of identifying some regulations regarding ethics and sustainable development, looking for the regulations related to these concepts in the content of the normative acts. We found that, out of the 10 ordinances, only O.U.G. no. 202/2002 (\*updated\*) regarding the integrated management of the coastal area, refers to a sustainable development of this area, mentioning a principle of sustainable development that refers to the fact that “the integrated management of the coastal area must be carried out in such a way that meet the needs of both present and future generations, all while guaranteeing the maintenance of essential ecological characteristics and biological, landscape and cultural diversity.” (<https://economie.gov.ro/legislatie/legislatie-turism/#>)

Among the government decisions, we have H.G. no. 31/1996 for the approval of the Methodology for the approval of urban planning documentation regarding tourist areas and resorts and technical documentation regarding constructions in the field of tourism, which talks about “the valorization and protection of tourist heritage through the development of sustainable and qualitative tourism, in accordance with the strategy and with the national program in the field”, as well as “stating a sustainable tourist development of the area and tourist resorts”, among the criteria for approving urban planning and territorial development documentation. In 2011, the Ministry concluded an agreement with the United Nations Development Program, according to which it undertakes to provide financing for the rehabilitation and modernization of some tourist destinations, Borsec, Băile Herculane and Sulina, “as support for sustainable tourism activities.” (<https://turism.gov.ro/web/legislatie/>)

H. G. no. 740/2018 regarding the organization and operation of the Ministry of Tourism, regulates the attributions of this ministry regarding the implementation of priority axis 5 - “Sustainable development and tourism promotion”, as well as the monitoring of the implementation of this axis. In 2021, the government decision regarding the organization and operation of the ministry is updated, H.G. no. 1327/2021, which provides in article 4

regarding the attributions of the ministry in the field of trade, ensuring the contribution to the actions related to the 2030 Agenda - Sustainable Development Objectives, and in the field of tourism, it speaks of the development of consultancy studies and specialist studies on the sustainable development of the tourism, within the mandate. Also, in letter B, related to the field of SMEs, cooperation and the business environment, it is stipulated “the implementation of the standards of the OECD, the European Union and the United Nations Organization in the matter of ethical behavior in business”, and in article 2, paragraph (2), where the principles on which the activity of the Ministry of Entrepreneurship and Tourism is based are provided, we have the principle “promotion of ethics and professional integrity”. (<https://turism.gov.ro/web/legislatie/>)

By adopting H.G. no. 120/2024 for the approval of the certification of some localities or parts of localities as tourist resorts of national and local interest, amendments and additions are made to H.G. no. 852/2008 for the approval of the norms and criteria for the certification of tourist resorts, which “regulates the norms and criteria for the certification of tourist resorts for the purpose of protecting, conserving and exploiting tourist resources”, protecting the environment.

On the ministry’s website, in the studies/analysis/reports section, we find the “Strategy for sustainable development of tourism in the Carpathians”. The document is not dated, but it contains statistical data until 2015, and figure 3. regarding the structure of a sustainable strategy for the mountain area in Romania is dated 2015, the author is Tamara Simion. We thus assume that the document was drawn up at the end of 2015, or during 2016. The mission declared within the “Strategy for sustainable development of the mountain area in Romania” consists in “the application of the principles and indicators of sustainable and intelligent development. “, and the strategic priorities established for the period 2015-2025 are: “achieving integrated and fair sector policies and updating general and sectoral legislation and socio-economic decentralization and predictability; cultural environment, legislation, professionalism, responsibility and high-quality expertise; major changes regarding the level, lifestyle and consumption of the population.” (Simion et al., 2016)

Another document of the ministry, the “Master Plan for the Development of National Tourism 2007 - 2026”, was created at the request of the Government of Romania, “to lay the foundations for the implementation of a sustainable approach to the development of tourism in Romania.” The document is not dated, but being made for the period 2007-2026, we assume that

it was made in 2006. The objective was to create a general framework “of policies for the development and sustainable management of the tourism industry in terms of natural and cultural resources”. 25 goals were set, including the goal: “to ensure the sustainable development of tourism in such a way that its environmental, cultural and heritage riches are valued in the present and preserved for future generations.” In the last part of the master plan, an entire chapter is dedicated to the environment, addressing issues related to waste, wastewater, air pollution, flower contests and stray animals. The problem of wastewater discharged into the Danube and other rivers is highlighted, with implications of localized pollution, but also of affecting the river system in Romania, especially the Danube Delta and the Black Sea, with significant implications for tourism. Flower contests are discussed on the premise that they increase the pride of the locals and stimulate tourism in the respective areas. The problem of stray dogs is a health and safety issue for locals and tourists. The situation of the country’s capital is exemplified, where “there are records of tourists bitten by dogs and also a death of a tourist in 2006 as a result of rabies”, with serious consequences for the image of the capital and the country. (<https://turism.gov.ro/web/rapoarte/>)

By H.G. no. 358/2019, “The National Ecotourism Development Strategy - context, vision and objectives, for the period 2019-2029” was approved. The strategy is structured on three large chapters: the first related to ecotourism; second dedicated to international experience in the field of ecotourism; and third, which presents the current situation of Romanian ecotourism. In defining sustainable tourism, the strategy starts from the premise of the World Tourism Organization (UNWTO), according to which: “the development of sustainable tourism meets the needs of the present tourists and of the host regions, at the same time as protecting and increasing chances and opportunities for the future”, being a way of resource management, which satisfies the economic and social needs of the hosts, without affecting their cultural integrity, the ecological dimensions of the area, its biological diversity, its life system, in general. In the UNWTO’s view, sustainable tourism must look at three important aspects: *quality, balance and continuity*. (<https://legislatie.just.ro/Public/DetaliiDocument/Afis/219401>)

Ecotourism is “the most valuable form of manifestation of sustainable tourism” (The National Ecotourism Development Strategy - context, vision and objectives - 2019-2029), the main goal being to conserve the environment, focusing on educating tourists regarding their protection. According to the World Tourism Organization, ecotourism is characterized by: tourists motivated, mainly, by observing nature, the traditional culture dominant in

natural areas; as a rule, but not exclusively, it addresses small groups organized by local tour operators or small profile businesses in the area; minimizes the negative impact on the natural and socio-cultural environment; supports the protection of natural areas; creates alternative jobs; contribute to raising awareness of the need to preserve their natural and cultural values.

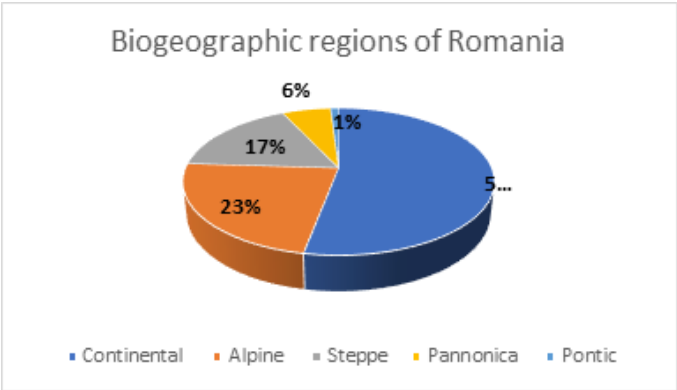


Figure 1. Biogeographic Regions of Romania, percentage of the country's surface  
Source: National Ecotourism Development Strategy - context, vision and objectives - 2019-2029

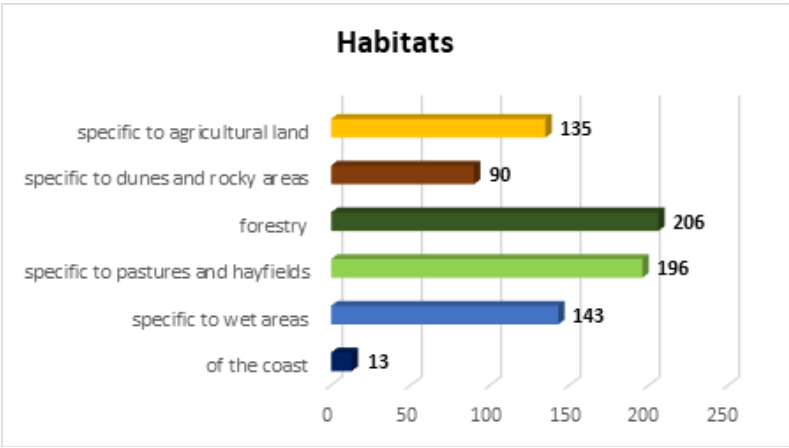


Figure 2. Types of habitats identified in Romania, number  
Source: National Ecotourism Development Strategy - context, vision and objectives - 2019-2029

Romania has special physical-geographic conditions, being the only country in which there are 5 biogeographic zones out of the total of 9 zones

of the European Union. 47% of the country's surface is represented by natural or semi-natural ecosystems, within which a number of 783 types of habitats have been identified. The fauna and flora of our country is diverse and shows influences: North Asian, South Mediterranean and continental European from the northwest. In addition to the natural resources presented previously, Romania also has an original, authentic folklore and ethnographic potential.

In the summer of 2024, the list of licensed Romanian travel agencies was updated, with the Ministry of Economy, Entrepreneurship and Tourism granting 3,456 operating licenses.

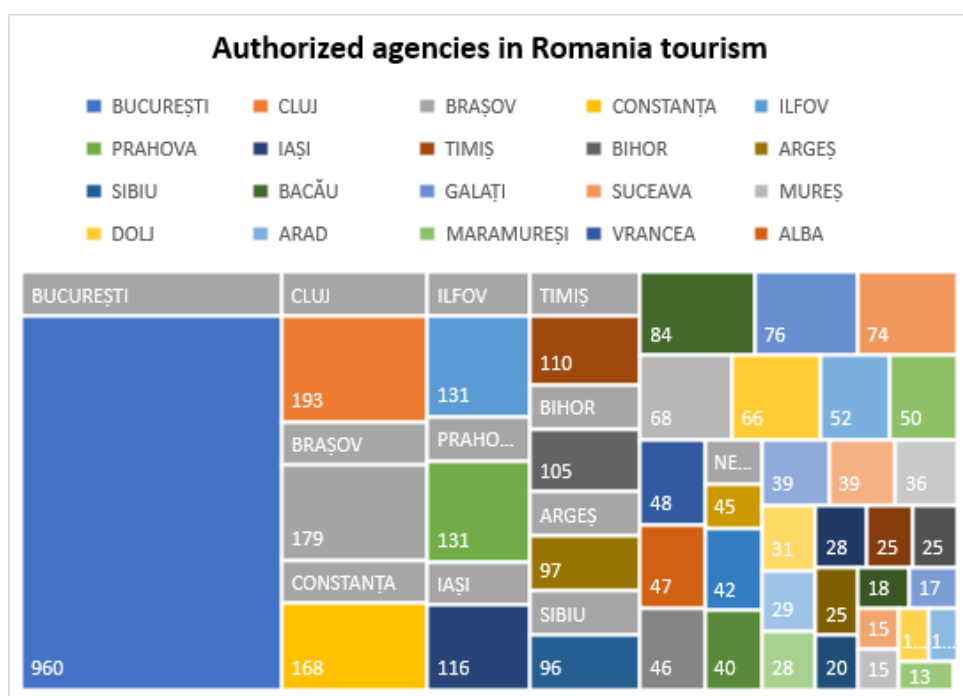


Figure 3. Distribution of travel agencies by county

*Source: Authors' processing according to "List of licensed travel agencies, 07/05/2024", published by the Ministry of Economy, Entrepreneurship and Tourism*

Bucharest has the biggest number of travel agencies (960), Cluj being the next county, where 193 travel agencies operate. There is a huge discrepancy between the capital of our country and the other counties.

In September 2024, the National Strategy for the development of tourism for the period 2025-2035 was approved. The Minister of Economy, Entrepreneurship and Tourism, Mr. Stefan -Radu Oprea mentioned two gen-

eral objectives of the strategy: creating jobs in local communities, including for vulnerable groups and increasing the share of tourism in the economy. He also recalled the fact that our country is well positioned internationally, from the perspective of the revenues brought by foreign tourists who visit our country, ranking us 6th worldwide and 4th among European countries. (<https://economie.gov.ro/>)

## CONCLUSIONS

Regarding the Romanian legislative framework in the field of tourism, there is early talk of a sustainable development of Romanian tourism, of the exploitation of the tourist potential that our country has (see H.G. no. 31/1996). Over time, the concept of sustainable development of Romanian tourism is obviously adopted by the legislation in force. The potential of our country is well known at the level of national, regional and local authorities, but among the population there is a low degree of awareness of the importance of natural, ethnographic and cultural heritage. In the field of tourism, we have a Master Plan, but also development strategies, the most recent legislative regulation in this regard being H.G. 1193/2024 for the approval of the Tourism Development Strategy in the period 2025-2035.

The ministry in the field has changed its name and structure over time, currently being called the Minister of Economy, Entrepreneurship and Tourism. As such, they deal with the economy, entrepreneurship and tourism at the same time. The concern of this ministry in promoting Romanian tourism beyond the borders of our country is visible, being exploited the advantage of our positioning at the international level, the 6th place globally and respectively, the 4th place among European countries, as declared by Mr. Ștefan-Radu Oprea, the Minister of Economy, entrepreneurship and tourism. However, the governor of the National Bank of Romania states that there is a negative deficit in terms of Romanian tourism: "The current account deficit has increased, and tourism has a major deficit. Tourism is strongly negative: 8.6 billion euros were paid by Romanians abroad last year", declares Mr. Mugur Isărescu, the governor of the National Bank of Romania. (<https://ziare.com>)

At the level of the Ministry of Economy, Entrepreneurship and Tourism, from the perspective of monitoring the objectives and measures imposed through the Master Plan and the strategies, we identified only 2 activity reports of the ministry, one for the year 2022, and the 2nd one for the year 2023. We also identified a monitoring of the indicators regarding the

sustainable development objectives of the 2030 Agenda, carried out by the National Institute of Statistics, which shows us that “the share of tourism in GDP in 2019 was only 3.0%, increasing by 1, 1 p.p. compared to 2008.” As a target for the year 2030, the ministry is committed to “the development of agritourism, ecotourism, rural, spa and cultural tourism”, to improve the image of our country, so that Romanian tourism becomes a competitive long-term tourism. (National Institute of Statistics, 2023)

Regarding the ethics of tourism business, we have only one mention in the legislation, H.G. no. 1.327/2021 regarding the organization and operation of the ministry, which provides in article 2, paragraph (2), the principles on which the activity of the Ministry of Entrepreneurship and Tourism is based, finding here the principle “promotion of ethics and professional integrity”. (<https://turism.gov.ro/web/legislatie/>)

The limits of our research are related to the fact that the analysis was carried out only at the level of the management authority in the field of tourism. The analysis of the business environment in the field is important, in conjunction with the analysis carried out in our research. Also, the analysis of the monitoring of the implementation of the measures established within the Master Plan, within the national strategies for the sustainable development of tourism, turns out to be much more complex, involving several actors besides the Ministry of Tourism: local administrations, the National Institute of Statistics, etc.

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