Tourism Promotion. The Activity of Tourism Information and Promotion Centers vs. Social Media

Mădălina FRÎNCULEASA
Valahia University of Târgoviște
13 Aleea Sinaia Street, Târgoviște, Dâmbovița County, Romania
madalina_chitescu@yahoo.com

Răzvan Ion CHIȚESCU
National University of Political Studies and Public Administration
30A Expozitiei Blvd., Sector 1, 012104 Bucharest, Romania
razvanric@yahoo.com

Amalia Elena ION
National University of Political Studies and Public Administration
30A Expozitiei Blvd., Sector 1, 012104 Bucharest, Romania
amalia.ion@live.com

Abstract
Among the tools utilized for tourism promotion, social media stands out as the strategically advanced means for creating and distributing a tourism product by interacting and approaching indefinite masses of potential new consumers. Thus, it can be stated that social media represents one of the most efficient vectors that providers have at hand. This paper presents a study to explore the consumers' experiences when they want to find information about a destination or a tourism product. The research aims to discover the differences between the tourist information promoted in the classic style (physical and online) and the information found on social networks. The research focused on the Dâmbovița County area and worked around the case study of Tourist Information and Promotion Centres. They are considered strategically significant in the promotion of local tourism, being seen by the authorities as main hubs for influencing tourists in choosing their travel destination. The research is based on a quantitative study, applied through a survey questionnaire, structured on two sample groups-residents and tourists in Dâmbovița County. The research results highlight the lack of efficiency of the tourist information and promotion centers in the endeavor of tourism development while confirming the positive effect of social media on increasing the awareness of consumers regarding the individuality and importance of a tourism product. Awareness influences other dimensions of the tourism product by presenting user-generated content, and it is both a challenge and an opportunity for supplier and consumer. The research contributes to a better understanding of the role that the Tourist Information and Promotion Centres must play in the complex mechanism of the tourism phenomenon and provides some possible proposals adapted to this period of great development on social media. At the same time, the study highlights the effects of the increasing use of social media and its influence on the way companies promote their offers to the existing, as well as to the new customers.

Keywords
Social media (SM); promotion; tourism; Dâmbovița; Tourist Information and Promotion Centres (TIPC).

Introduction

There are currently more than 4 billion people actively engaged on SM platforms, highlighting the extent of potential reach for both enterprises and public authorities. Moreover, the average user time per day spent on social networks amounts to approximately 2 hours, while juggling between the accounts on 8 different social media platforms. At the same time, the statistics showed that 44% of the Internet users at the global level are using SM platforms to search for information on brands and their activity. As a result, the attention given to SM on behalf of enterprises and authorities stems from the tremendous exposure of their messages to a wide range of consumer groups and the relevance of SM in the strategical marketing decisions of the former. In the case of Romania, the statistics presented above are still, to some extent, relevant, underlining the potential social media offers to the tourism sector. The public authorities have been active in the development and implementation of policies for tourism promotion, including the Regio 2007-2013 program. The Axis 5– Sustainable Development and Tourism Promotion represents a network of national centers for tourism development and promotion, having the main scope of promoting local tourism offers and attractions to residents and non-residents (Chașovschi, 2016). Currently, in Romania, there are 106 TIPC that are subordinated to local councils (Ministerul Economiei, 2020).

Although there are strategic plans set in motion for the tourism development, it is important to apply the knowledge through specific instruments that improve on the efficiency and performance of the system, and by acknowledging that the only thing more difficult than promoting a destination is controlling the complex impact it may have (Chițescu et al., 2019). Furthermore, the growth of this sector is strongly correlated with the SM networks, as the research on this phenomenon continues to expand. Thus, without claiming to be exhaustive, the authors mention works of a general nature that aim at either isolated networks-Facebook, Twitter, or their conglomerate, or comparative studies (Khurramov & Saidova, 2019; Dolan et al., 2020) SM, and user-generated content (Ana & Istudor, 2019; Sultan et al., 2021) tourism marketing (Christou & Chatzigeorgiou, 2020; Hysa et al., 2021; Pop et al., 2021), perception and brand loyalty (Moro & Rita, 2018), and tourism destination (Țuclea et al., 2020; McCreary et al., 2020; Wang et al., 2021). Subsequently, the purpose of the research presented in this paper is to highlight, through a comparative analysis of the survey results, the role of TIPC and SM, in actions to promote local tourism objectives. The reference area for tourism promotion and valuation has comprised of the main tourist areas of Dâmbovița County.

Literature review

Tourism has been intrinsically changed through the development of information and communication technologies (ICT), the latter being the main disruptive as well as a creative element of the new economic models, of the consumer cultures, and the society's identities and choices. At the border to sustainable development, the progress through ICT meant that the digital technologies would become a constant in the socio-economic contexts, and the tourism sector would not be an outlier to its effects.

Although the ICT has its flaws, and, to some extent, is the reason for increased economic vulnerabilities, the innovations in this context brought up the advantages of social media interactions and, extensively, proposing a new paradigm – the platform economy. An interesting and highly prevalent aspect of the ICT and SM effect on the socio-economic context has been underlined by Gössling (2021), concluding that the unprecedented engagement determined by the SM consumer culture has had a tremendous impact on the cultural and identity construction, to the extent of blurring the line between consumer and citizen, with high prominence in the tourism sector (especially since the latter has the potential to bring together all those dimensions).

Due to the huge amounts of data available online, the tourism sector must construct its mechanisms around the existing and newly created knowledge. This topic has particular importance because it is fundamental for understanding how tourism consumers acquire their information and what are the incentives in their decision-making process. A series of scientific research papers have extensively discussed the two dimensions. For instance, the decision-making process for traveling to a certain destination is linked to the prior knowledge, reputation, and loyalty of the tourist destination through the marketed touristic services (Yamashita & Takata, 2020). Moreover, Pan et al. (2020) highlighted that the destination image of the SM members will influence the tourist destination choice or the decision-making process, through the introduction of new factors determining the destination image from the perspective of the tourist. At the same time, the destination image is adapted in the mind of the tourist based on the information obtained from social media networks, especially when the tourism consumer does not have prior knowledge of the tourist destination.

From the perspective of public authorities, and their potential to influence the decision-making patterns of tourists, the implementation of different ambassador programs determined the improvement in customer service and knowledge of local attractions, the benefits to the local community through tourism, and the networking capabilities of stakeholders (Chancellor et al., 2021). Furthermore, it has been underlined that tourism information is highly effective when the message is shorter and follows on up to four topics of interest, is concise and suggestive in a straightforward manner (Gal-Tzur et al., 2019).

Other interesting aspects highlighted by research in the field of tourism and tourism development through SM networks have been synthesized as follows: tourist information should contain risk communications especially from governmental organizations and academic experts (Aliperti et al., 2019), the SM tourist profile based on the travel information acquired on destination, transportation, accommodation, food and attractions has been divided into four roles–need generator, supporter, guider, and approver (Liu et al., 2019), the digital information quality on a tourist destination has a direct impact on the pre- and during-trip stages, and an indirect effect on the post-trip stage (Kullada & Kurniadjie, 2020), the tourist purchase intention is positively and significantly correlated to the eWOM and the suspicion sub-dimensions (reliability and disbelief) (Yazgan Pektas & Hassan, 2020), the cultural worldview and the destination's authenticity are fundamental for the heritage tourism, and authenticity plays a greater role in the tourists' decision-making process

compared to the cultural worldview (Lee et al., 2020), the decision-making process is also influenced by general animosity, ethnocentric tendencies, country image, and bilateral relations (Stepchenkova et al., 2019), and the dimensions of social media influence on tourism–level of SM engagement, destination novelty or familiarity, and complexity in the planning decision, are focused on delivering and demonstrating the ease of visit planning via social media in order to generate mutations in the decision-making process of tourists (Tham et al., 2019).

The prior results of research in the observation of social media impact on information sources and decision-making processes for tourists in their destination choice have been fundamental in the construction of a framework for the understanding of the premises on which the current study is based.

Research methodology

Dâmbovița County is a complex tourist product, with a varied natural offer: Bucegi Natural Park, Leaota Massif, Ialomița Upper Valley, therapeutic mineral waters from Pucioasa and Vulcana Băi, historical vestiges of Târgoviște and Potlogi, that composes a tourist potential accessible for any type of tourism (sports, adventure, cultural, wellness, business, ecumenical), depending on the motivation and the reception capacity that it can exercise. This capacity depends on the degree of involvement of all stakeholders (regional and local public authorities, NGOs and associations, tour operators) and on the tools they choose to use in the correct but beautifully packaged, interesting, and exciting promotion of the resources at their disposal.

Considering the characteristics of Dâmbovița County, the paper was constructed to underline the tourism development potential by understanding the local community, as well as the tourists, and fundamentally proposing a framework for digital promotion messages on behalf of the TIPCs.

The first stage of the research was based on the analysis of secondary data, obtained from specialized materials, such as online media articles, government publications, and online applications (i.e., GoogleTrends), meant to identify the gaps in the promotion of tourism products and to work as a driving point in the deepening of the research via the current study. The second part of the research comprised of the application of a survey, through a questionnaire structured as follows: tourism destination (Q1-7), and tourism promotion of Dâmbovița County (Q8-17).

The respondents (N=510) were representatives of two categories, namely residents of Dâmbovița County (Potlogi-43, Târgoviște-121, Moroieni-67, Runcu-51, Pucioasa-61) and foreign tourists (187). They belong to various professional and social categories, are aged between 17-69 years, and present a gender dominance (61% women). The research sample was extracted in an opportunistic manner, by spreading the questionnaire to residents and tourists accommodated in hotels in Târgoviște, Pucioasa, and pensions in the Runcu and Moroieni area.

Results and discussion

Part 1. Tourism destination

The analysis outlined the dimensions of a tourism destination based on its promotion activity, considering that the future tourist perceives local symbols and landmarks through the promotion channels (words, images, sensations, feelings). Perceptions can be both subjective and objective and depend on a particularity of the object or previous experiences (Kelsey, 2010). Thus, the concepts reflected by the words: nature, history, fortress, event, culture, mountain, experience, fun, beauty, tranquillity (among the 15 variants proposed in Q1) make up the top of the most impactful elements (including visuals-images) that motivate a tourist to visit Dâmbovița County. Slight differences were noticed between the two analyzed groups–residents vs. foreigners. For example, the words 'beauty' and 'tranquillity' were propelled to the top exclusively by the group of foreign tourists. The explanation is probably found in the different associations residents acquire in relation to the image and/or the situation of their hometown (from tumultuous/agitated to rather pleasant, as a visual experience, and then beautiful).

Among the landmarks or local symbols considered to be representative (the respondents have had to nominate 10 symbols notorious in the county–Q2), the following stand out: Chindia Tower (32.11%), Babele (22.09%), The Royal Court of Târgoviște (13%), Omu peak (10.59%), Ialomița Cave (7%), Dealu Monastery (6.78%), Brâncoveanu's Palace Potlogi (5.21%), and Pucioasa (3.22%). The information was acquired through promotion (Q3) on SM (73.32%), via local or regional media channels (10.47%), through official websites of some public institutions, through actions organized by various public or private entities (10.39%), or from experiences shared directly by the group of friends (5.82%). SM (Facebook, Instagram, Twitter, Snapchat, Pinterest) is presented as the main source of information (Q4). Moreover, the sites indicated in the questionnaire (Q5-7) represent the main local or regional media channels identified as propellers of tourism information: adevarul.ro, evz.ro, observator.ro, gazetadambovitei.ro, incomod-media.ro, bazarmedia.ro, stiripesurse.ro; hence, the official websites ranking is: at national level: amfostacolo.ro, tripadvisor.com, wikimedia.org, google.ro/maps, trivago.com, booking.com, travelminit.com, RomaniaTourism.com, bestofromania.eu, portalturism.com, at local level: pmtgv.ro, cjd.ro, db.prefectura.mai.gov.ro, btttargoviste.com, targovistean.ro, bluemoontravel.ro, altours.ro, primpuc.ro, muzee-dambovitene.ro, bucegipark.ro. However, the information that refers to the tourism destinations in Dâmbovița County is generated on SM, especially by individual users. Thus, the promotion message is, to a large extent, subjective, truncated, or distorted. Moreover, the sphere of perception of the receiver is limited. Analyzing the preferences of the respondents for other sources of information, it was found that the websites of some tourism aggregators, the official institutions, or main transport companies are significant in the tourism destination choice. This leads to the conclusion that those interested in a certain tourism destination want official confirmation of the information extracted from the posts on SM. At the same time, the large difference between the two options expressed can be

justified by the presence on social networks of many public institutions or economic entities, even if the dynamics of the flow of posts is much lower.

The next part of the questionnaire (Q5-7) was based on the search engine symbols used by tourists and residents regarding tourism destinations, from August 2020 to July 2021. For instance, the word 'Târgoviste' appeared on Google Search 7,460,000 times, while Bucegi Mountains rendered 2,155,000. Considering that Târgoviște represents a historical symbol through its monuments and sites (Frînculeasa & Chițescu, 2020), and the Bucegi Mountains is a national symbol through the 46 natural features, especially the shapes of the karst relief, specific erosion differentiated, hydrological and morpho-hydrographic elements (Grigorescu et al., 2019), the trend of the evolution of each symbol in the search engine inquiries oscillated, registering a peak (27) during June 27th–July 3rd, 2021, based on worldwide searches, and during May 23rd–29th, 2021, based on nationals' searches (48). The minimum interest intervals were registered in November 2020, January, May 2021, totaling approximately 7 weeks (for nationals' inquiries), and November 2020, February 2021, April 2021, totaling 5 weeks (for worldwide searches). The major interest was on behalf of the Romanian users (especially from those from Dâmbovița, Prahova, Covasna, Teleorman, and Botoșani Counties), followed by the foreigners from Moldova, Serbia, and Bulgaria.

For Bucegi Mountains, the maximum number of Google search inquiries was reached, in Romania, on 4-10/25-31 of October 2020 (100), and, worldwide, between 11-17 October 2020. On the other side, there were approx. 17 weeks (November 22nd–December 26th, 2020–worldwide), 13 weeks (April 25th–May 22nd, 2021–Romania) respectively, when the inquiries registered minimum levels. The location of consumers searching this tourism destination was: Covasna, Hunedoara, Dâmbovița, Bistrița-Năsăut, Brăila Counties – in Romania, and Moldova, Netherlands, France, and the UK-worldwide. The search inquiries represent the search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term, and a score of 0 represents limited data (Google Trends, 2021).
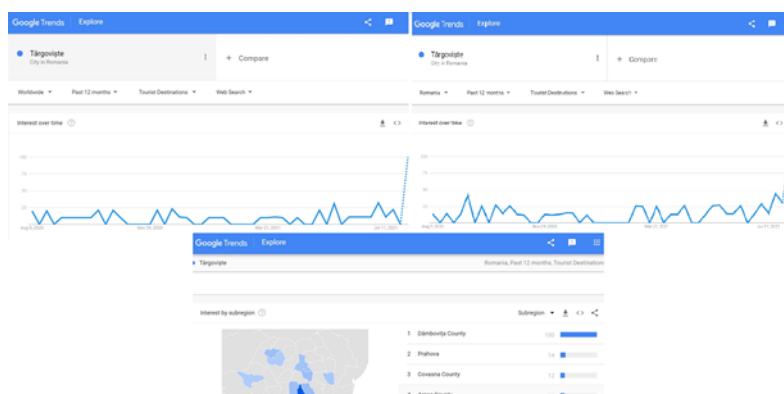

Figure 1. The trend evolution of Google inquiries for Târgoviște–Touristic Destination section. 1. Romania. 2. Worldwide. 3.The main locations from which this word was accessed (Graphic modeling Google Trends, 2021)
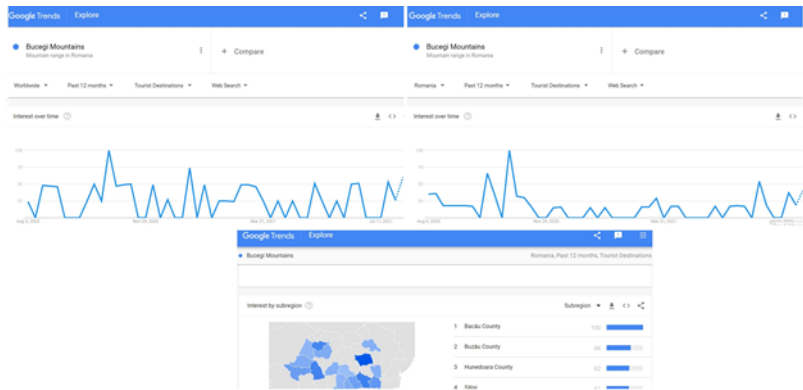
Figure 2. The trend evolution of Google inquiries for Bucegi Mountains–Touristic Destination section. 1. Romania. 2. Worldwide. 3.The main locations from which this word was accessed
(Graphic modeling Google Trends, 2021)

The analysis for understanding the selection mechanism of different tourism destination symbols on behalf of the respondents was performed between June 2020 and July 2021. Using the same application for the Travel category, a comparative analysis of the main landmarks/symbols established by the respondents was made-Ialomiţa Cave, Brâncoveanu's Palace Potlogi, Pucioasa, Dealu Monastery, Chindia Tower. The most searched travel destination was Pucioasa, while Dealu Monastery registered no search, and Chindia Tower appeared only in the Worldwide chart. The Royal Court appeared in local searches. Generally, the search inquiries for travel destinations were made from Romania (Ilfov, Bucharest, Dâmboviţa, Ialomiţa, Prahova), Spain, Italy, Germany, and the UK.
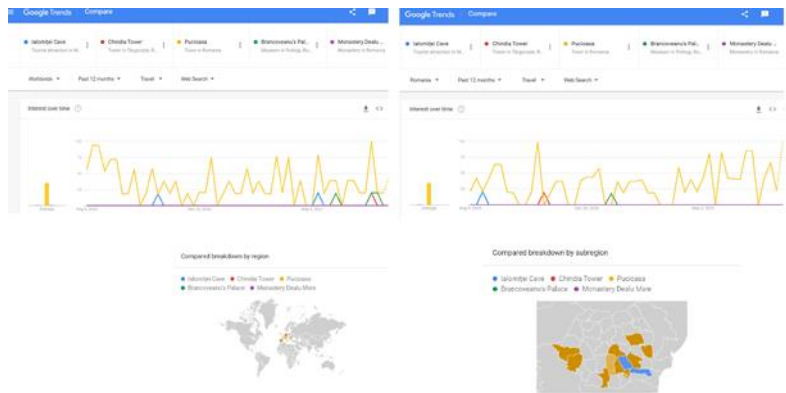
Figure 3. Comparative analysis of selected terms' usage–Travel section.
(Graphic modeling Google Trends, 2021)

Part 2. Tourism promotion

To increase the awareness on a tourism area, and to promote the tourism services across the country, the public authorities decided on the establishment of the TIPCs. The latter are meant to boost local or regional tourism by promoting the natural and anthropic tourism heritage. Nevertheless, their impact on the development of local communities, from economic and social perspectives, is minimal. The TIPCs have been accompanied by other entities with the same scope–travel agencies, NGOs, and other associations. In the analyzed geographical area–Dâmbovița County, there are 9 tourist information centers (Figure 4). Moreover, information is required for the decision-making process of travel destination selection. As previous results showcase, the information can be obtained easier and faster from interactions facilitated by social networks compared to traditional information sources (e.g., leaflets, catalogs).

The second part of the research analyzed the influence capacity of the two promotion perspectives (traditional and online/SM), based on the interpretation of the results obtained via the proposed questionnaire. The questions targeted 3 elements that emphasize the role of TIPC vs. SM, namely information, connection, and competitiveness. The former is essential, while the correct and efficient information can influence the degree of satisfaction of the tourist towards the chosen destination. To have a clear image, the following elements of comparison were established- accuracy, efficiency, perishability, comprehensiveness, distribution/spread, creativity, volume, interconnectivity, availability (Q8) (Table 1).

Figure 4. TIPCs in Dâmbovița County
(Authors' representation, 2021)

Table 1. Information characteristics for the two promotion channels

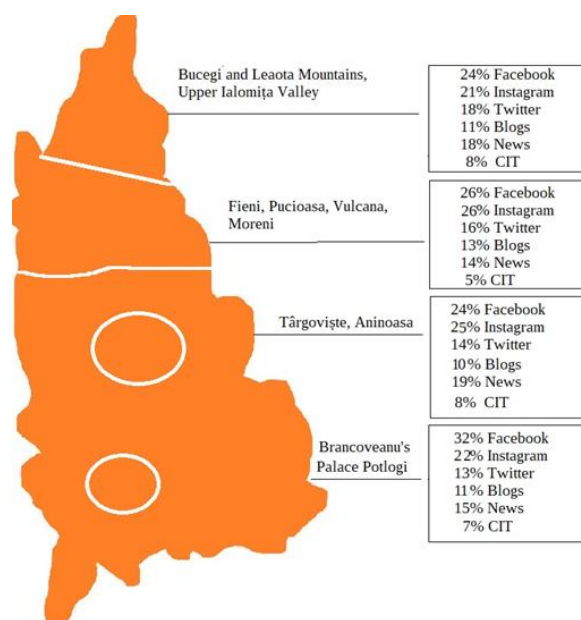| Elements of comparison	TIPCs	SM
Accuracy	53,47%	46,53%
Efficiency	35,88%	64,12%
Perishability	13%	97%
Comprehensiveness	43,08%	56,92%
Distribution/Widespread	6,02%	93,98%
Creativity	58%	62%
Volume	4,85%	95,15%
Interconnectivity	1,24%	98,76%
Availability	**2,29%**	**97,71%**

Authors' synthesis, 2021

The results highlighted that SM offers information with higher levels of characteristics compared to the information provided by territorial tourism centers. For instance, personalized assistance in a F2F meeting and the provision of verbal information by qualified TIPC staff is a guarantee that the information is correct and can be fully understood, compared to all other sources. On social networks, the information is extensive, while easy-to-understand and clear, due to the utilization of audio-video content. In this context, the efficiency of the information rated by 64% of the respondents is nothing more than the correlation of their own needs with a piece of certain information, which, however, only apparently corresponds to reality in the case of the selection of personal posts. In the case of TIPCs, the information is verbal and sometimes supported by classic materials or virtual tours for certain purposes. The time spent in such a center is limited, and often the visit is made during the trip to the respective location. Thus, the volume of information received is much smaller, and its clarity and efficiency depend on the training and ability of the agent. Creativity on SM is supported by challenges or competition, and visibility accentuates the constant need for something new, generating a continuous flow of up-to-date information. The situation appears to be different in the case of TIPCs, which use and reuse the same information. Most materials refer to the history of the location or provide neutral information, the available audio-photo-video resources are inconsistent, the presentation texts are repeated, and the redundancy of landmarks and references is obvious.

Availability (97.71%) is an important asset of the information promoted through social networks. The online environment has multiple levels, is highly segmented, and can be easily accessed from remote locations. On the other hand, the TIPCs have a limited open hour schedule and reinforce their business proposition through social media. Nevertheless, the SM information is not updated across all TIPCs (e.g., Ocniţa, Târgovişte, Vulcana Băi, Aninoasa, Fieni), while other TIPCs (e.g., Pucioasa, Aninoasa, Potlogi, Moreni) appear to have linear, constant, and updated information. Another important aspect refers to the fact that the affiliation to a certain online community is significantly influencing the decision-making process when choosing a travel destination (Q9). 69.24% of the respondents are members of at least two online communities that promote and discuss the topic of tourism. Moreover, 38.76% of respondents are part of several communities but do not discuss tourism-related topics, while 52.39% of respondents have traveled to a destination following information

received within these communities. The travel blogs of influencers also form discussion communities, as 27.86% of respondents actively engage on those platforms (Q10), and 7.86% of respondents' holidays were guided by the information of influencers (Q11). The nature of comments left on these communication channels (Q12) was, in 38.64% of the cases, negative, in 49.29% of cases was positive, and in 12.07% of the cases neutral. 98.56% of respondents are not part of the communities around TIPCs (Q13). In certain areas of the country, the TIPCs have no competition in terms of promotional information on touristic activities. The image of these information centers is divided among the respondents: benefit of mutual aid-64.09% (Q14), lack of competitive behavior –68.91% (Q15), traditional, static, and limited.

Furthermore, social media platforms are continuously evolving and adapting their services and information daily, favoring tourism promotion. This competitive environment is felt by the respondents in 92.07% of cases (Q16). In terms of competitiveness, the discrepancy between the two types of tourism promotion is significant. At this stage of the study, the answers of respondents have been classified as inconclusive, due to the lack of differentiation between foreigners and nationals. This result showcases that tourism information is obtained by the two groups of travelers through both traditional and online sources. The group of foreigners did not differentiate from the mean of the general trend.

Bucegi and Leaota Mountains, Upper Ialomița Valley
- 24% Facebook
- 21% Instagram
- 18% Twitter
- 11% Blogs
- 18% News
- 8% CIT

Fieni, Pucioasa, Vulcana, Moreni
- 26% Facebook
- 26% Instagram
- 16% Twitter
- 13% Blogs
- 14% News
- 5% CIT

Târgoviște, Aninoasa
- 24% Facebook
- 25% Instagram
- 14% Twitter
- 10% Blogs
- 19% News
- 8% CIT

Brancoveanu's Palace Potlogi
- 32% Facebook
- 22% Instagram
- 13% Twitter
- 11% Blogs
- 15% News
- 7% CIT

Figure 5. Sources of information/promotion–Q17
(Authors' synthesis, 2021)

Based on the current analysis, a series of proposals has been forwarded, comprising of suggestions that would, ultimately, reinstate the balance between the role of TIPCs and SM in tourism promotion, as follows:
- the reinvention of tourism promotion by introducing digital technologies to increase the efficiency and visibility of information, which contributes to the

decision to purchase the promoted tourist service and a good online-offline integration;

- the creation of promotion networks at a trans-regional level in which they constitute elements of mediation of sustainable and open partnerships between the administrative authority and the private providers of tourist services, but also for coordinated management of the tourist resources;
- adoption of methodological plans for social employment;
- implementation of tools to monitor the impact of the promotion actions carried out by the TIPCs;
- professionalism and flexibility on behalf of the TIPCs' staff.

Conclusions

The importance of the tourism sector places an increasing emphasis on effective promotion. The development of social networks and the sharp increase in the number of users had implications on the development of the tourism industry, influencing both the behavior of consumers and that of service providers. Thus, they have developed important marketing channels that can offer new possibilities for interaction between user and brand. Traditional communication, important for tourism marketing, has been gradually replaced by thousands of contacts that an active user can generate through social networks such as blogs, Facebook, Twitter, or Instagram.

This research has identified important image vectors of Dâmbovița County: culture and history (Târgoviște, Potlogi), natural-sulfurous water resources (Pucioasa), geological, geomorphological and hydrological elements (Bucegi Mountains, Leaota). They were promoted, but not constantly and coherently, through activities organized at the level of TIPCs, but the lack of reference sites to centralize the calendar of events, offers, and essential information for tourists or organizations, have failed to become features of an identifiable tourism attraction. Social networks are a viable alternative for effective promotion because they are structured, accessible, and extremely dynamic. Even if the results of this study emphasize the role of social media in tourism promotion of Dâmbovița County and present communication of tourism information as an opportunity to generate competitive advantages for a destination, the value of TIPCs, still in an early stage of development, cannot be ignored, as they represent the link between local administration and citizens, community and tourists. Nevertheless, the limitation of the study is correlated to the sample used, as the latter is possible to not fully reflect the image of tourism promotion in the two chosen ways. Therefore, future research should develop on a larger sample, and emphasize the advantages of further segmentation of results, and direct generalization of results.

References

Aliperti, G., Nagai, H., & Cruz, A. M. (2020). Communicating risk to tourists: A mental models approach to identifying gaps and misperceptions. *Tourism Management Perspectives, 33*, 100615. https://doi.org/10.1016/j.tmp.2019.100615

Ana, M. I, & Istudor, L. G. (2019). The Role of Social Media and User-Generated-Content in Millennials' Travel Behavior. *Management Dynamics in the Knowledge Economy, 7*(1), 87-104.

Chancellor, C., Townson, L., & Duffy, L. (2021). Destination ambassador programs: Building informed tourist friendly destinations. *Journal of Destination Marketing & Management, 21*, 100639. https://doi.org/10.1016/j.jdmm.2021.100639

Chașovschi, C.E. (2016). *Centre de informare turistică. Ghid practic [Tourist information centers. Practical guide]*. Didactic & Pedagogic Publishing House.

Chițescu, R. I., Mocanu, A., & Frînculeasa, M. N. (2019). Programs and Projects in the Tourism Industry. The Romanian Public Policies. In Brătianu, C., Zbuchea, A., Hrib, B., Vitelar, A., & Anghel, F. (eds.) *Strategica. Upscaling Digital Transformation in Business and Economy* (pp.735-745), Tritonic.

Christou, E. & Chatzigeorgiou, C. (2020). Adoption of Social Media As Distribution Channels in Tourism Marketing: A Qualitative Analysis of Consumers' Experiences. *Journal of Tourism, Heritage & Services Marketing, 6*(1), 25-32.

Dolan, R., Seo, Y., & Kemper, J. (2020). Complaining practices on social media in tourism: A value co-creation and co-destruction perspective. *Tourism Management, 73*, 35-45.

Frînculeasa, M.N., & Chițescu, R.I. (2020). Industrial Heritage Touristic Capitalization in a Historical Town. In R. Pamfilie, V. Dinu, L. Tăchiciu, D. Pleșea, & C. Vasiliu (Eds.), *6th BASIQ International Conference on New Trends in Sustainable Business and Consumption* (pp. 1077-1084), ASE Publishing House.

Gal-Tzur, A., Bar-Lev, S., & Shiftan, Y. (2019). Using question & answer forums as a platform for improving transport-related information for tourists. *Journal of Travel Research*, 1-17. https://doi.org/10.1177/0047287519877254

GoogleTrends (2021). Explore what the world is searching. https://trends.google.com/trends/?geo=RO–GoogleTrends

Gössling, S. (2020). Technology, ICT and tourism: from big data to the big picture. *Journal of Sustainable Tourism, 29*(5), 849-858. https://doi.org/10.1080/09669582.2020.1865387

Grigorescu, A., Frînculeasa, M. N., & Chițescu, R. I. (2020). The Socio-Economic Value of Protected Areas. The Bucegi Natural Park. *Management Dynamic in the Knowledge Economy, 8*(1), 61-79. https://doi.org/10.2478/mdke-2020-0005

Hysa, B., Karasek, A., & Zdonek, I. (2021). Social Media Usage by Different Generations as a Tool for Sustainable Tourism Marketing in Society 5.0 Idea. *Sustainability, 13*(3), 1018.

Kelsey, T. (2010). *Social Networking Spaces–From Facebook to Twitter and Everything in Between* (1st ed.), Apress.

Khurramov, O. K., & Saidova, F. K. (2019). Social media-marketing-a forceful tool for tourism industry. *European Science, 7*(49), 40-42.

Kullada, P., & Kurniadjie, C. R. M. (2020). Examining the influence of digital information quality on tourists' experience. *Journal of Quality Assurance in Hospitality & Tourism, 22*(2), 191-217. https://doi.org/10.1080/1528008X.2020.1769522

Lee, C.-K., Ahmad, M. S., Petrick, J. F., Park, Y.-N., Park, E., & Kang, C.-W. (2020). The roles of cultural worldview and authenticity in tourists' decision-making process in a heritage tourism destination using a model of goal-oriented behavior. *Journal of Destination Marketing & Management, 18*, 100500. https://doi.org/10.1016/j.jdmm.2020.100500

Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2019). The roles of social media in tourists' choices of travel components. *Tourist Studies*, 1-22. https://doi.org/10.1177/1468797619873107

McCreary, A., Seekamp, E., Mae Davenport, M, & Smith, J. W. (2020). Exploring qualitative applications of social media data for place-based assessments in destination planning. *Current Issues in Tourism, 23*(1), 82-98.

Ministerul Economiei (2020). https://www.economie.gov.ro.

Moro, S., & Rita, P. (2018). Brand strategies in social media in hospitality and tourism. *International Journal of Contemporary Hospitality Management, 30*(1), 343-364.

Pan, X., Rasouli, S., & Timmermans, H. (2021). Investigating tourist destination choice: Effect of destination image from social network members. *Tourism Management, 83*, 104217. https://doi.org/10.1016/j.tourman.2020.104217

Pop, R. A., Săplăcan, Z., Dabija, D. C. & Alt, M. A. (2021). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*. https://doi.org/10.1080/13683500.2021.1895729

Sultan, M. T., Sharmin, F., Bădulescu, A., Stiubea, E., & Xue, K. (2021). Travelers' Responsible Environmental Behavior towards Sustainable Coastal Tourism: An Empirical Investigation on Social Media User-Generated Content. *Sustainability, 13*(1), 56. https://doi.org/10.3390/su13010056

Stepchenkova, S., Dai, X., Kirilenko, A. P., & Su, L. (2019). The influence of animosity, ethnocentric tendencies, and national attachment on tourists' decision-making processes during international conflicts. *Journal of Travel Research*, 1-16. https://doi.org/10.1177/0047287519880012

Tham, A., Mair, J., & Croy, G. (2020). Social media influence on tourists' destination choice: importance of context. *Tourism Recreation Research, 45*(2), 161-175. https://doi.org/10.1080/02508281.2019.1700655

Țuclea, C. E., Vrânceanu, D. M., & Năstase, C. E. (2020). The Role of Social Media in Health Safety Evaluation of a Tourism Destination throughout the Travel Planning Process. *Sustainability, 12*(16), 6661. https://doi.org/10.3390/su12166661

Wang, J., Li, Y., Wu, B., & Wang, Y. (2021). Tourism destination image based on tourism user generated content on internet. *Tourism Review, 76*(1), 125-137.

Yamashita, R., & Takata, K. (2020). Relationship between prior knowledge, destination reputation, and loyalty among sport tourists. *Journal of Sport & Tourism, 24*(2), 143-153. https://doi.org/10.1080/14775085.2020.1763192

Yazgan Pektas, S., & Hassan, A. (2020). The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology, 6*(1), 79-98. https://doi.org/10.26650/jot.2020.6.1.0011