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Promotion of the tourism sector by adopting effective strategies in the online environment. Case study Mehedinți county

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Abstract: *The tourism sector plays a vital role in regional economic development, and the promotion of lesser-known destinations can be significantly enhanced through effective digital strategies. This paper examines the promotion of Mehedinți County, a culturally rich yet under-explored region in Romania, through online marketing strategies. Focusing on the adoption of digital tools such as social media marketing, content creation, search engine optimization (SEO), and influencer partnerships, the study investigates how these strategies can be leveraged to boost the visibility of the county's unique attractions, including natural landscapes, historical landmarks, and local traditions.*

• Introduction

The development of the tourist sector in Mehedinți county represents an extraordinary opportunity for the economic and cultural revitalization of the region. This area, with impressive natural landscapes, authentic traditions and a rich historical heritage, has a huge tourism potential, which unfortunately is not fully exploited. The choice of this topic for the dissertation emphasizes the importance of integrating sustainable development strategies that attract tourists from both the country and abroad.

One of the essential aspects in the development of the tourist sector in Mehedinți county is the infrastructure. The improvement of roads, means of transport and accommodation facilities can make this region an attractive destination for tourists keen to explore the natural beauty and local culture. Also, the promotion of ecological and cultural tourism could bring added value, offering visitors authentic and sustainable experiences.

• Material and method

In this study, we used a methodological approach that allowed us to identify key concepts and theories that are relevant to the field of study. We evaluate and synthesize previous research, providing a critical perspective on existing work. We establish a theoretical framework to guide the analysis and interpretation of the collected data.

• Results and discussions

The evolution of accommodation capacity in Mehedinți County has seen significant changes in recent decades (Figure 3.1.), reflecting changes in tourists' preferences and in the development of tourist infrastructure. In 1990, the number of hotels was 1,243, but by 2023 it had decreased to 1,037. This decrease can be attributed to the diversification of accommodation options and the changing demands of the tourism market, where tourists are often looking for more authentic and personalized experiences.

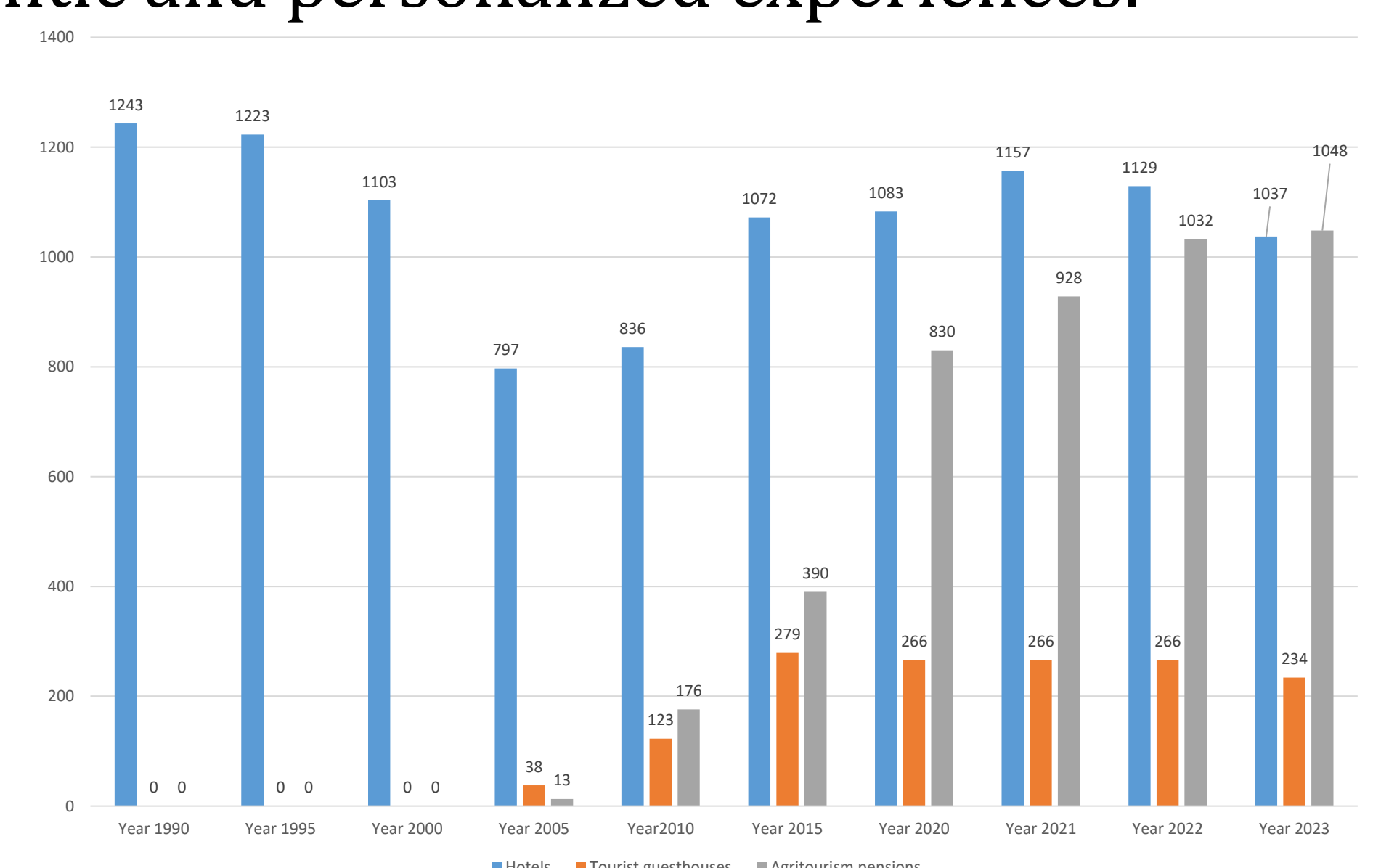


Figure 3.1. The evolution of accommodation capacity in Mehedinți county

Conclusions

This campaign can focus on showcasing the unique experiences tourists can have at Nest Restaurant&Accommodation. Posts can include photos and videos of traditional dishes prepared with local ingredients, interviews with chefs who tell about special recipes, and testimonials from satisfied tourists. Contests can also be held where participants share their own authentic Nest experiences, offering attractive prizes such as free meals or discounted accommodation.