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THE ROLE OF TOURIST INFORMATION CENTERS IN THE DECISION TO PURCHASE TOURIST SERVICES

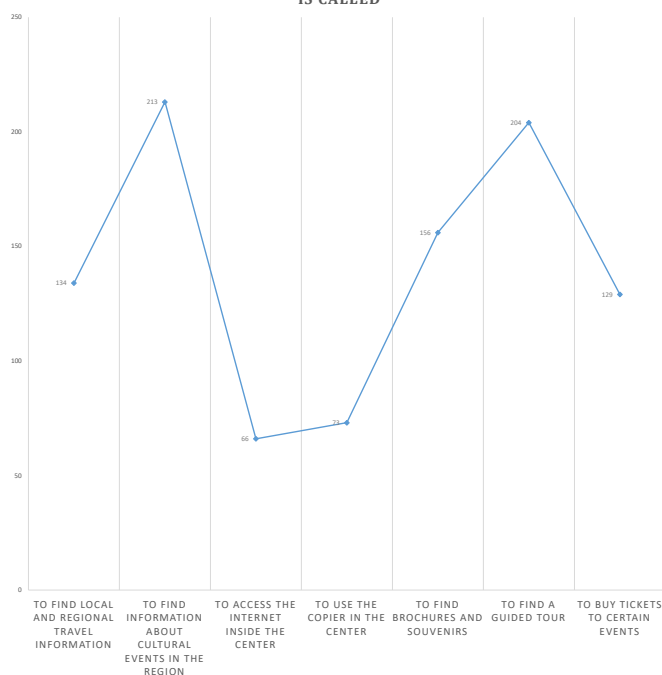
ALEXANDRU IVANIC¹, ROXANA DORINA CONTOR², ANCA GABRIELA GENIG²,
GHEORGHE ADRIAN FIRU-NEGOESCU², SIMONA CRISTINA CONSTANTINESCU^{*2}

¹University of Life Sciences "King Mihai I" from Timisoara, Faculty of Food Engineering

² University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Turism

Abstract: Information plays a fundamental role in tourism. The Tourist Information Centers complement and restructure this fact, at the national level. The activities that the Tourist Information Centers carry out contribute substantially to the promotion of local, regional and national potential, as well as to the improvement of the image both for the tourist destination in question and for Romania, as a whole, as an international destination. When a tourist arrives in an unknown city, the Tourist Information Center (CIT) should be the first place he visits in order to obtain information on the regional tourist offer, being an implicit tool for promoting the quality of tourism services. Being located at the confluence of all sources of information, it is the place where tourists will receive relevant data. Both the first impression and the services offered in the center are decisive, as they will be associated with the rest of the stay spent in the area. Thus, for the sustainable development of tourism at the local and regional level, it is very important that the objectives set by CITs are achievable. When establishing the vision and development objectives, it is essential that civil society, the community, and all local actors participate, primarily targeting those directly involved in the field of tourism, because they are the ones who give content to the local tourism product.

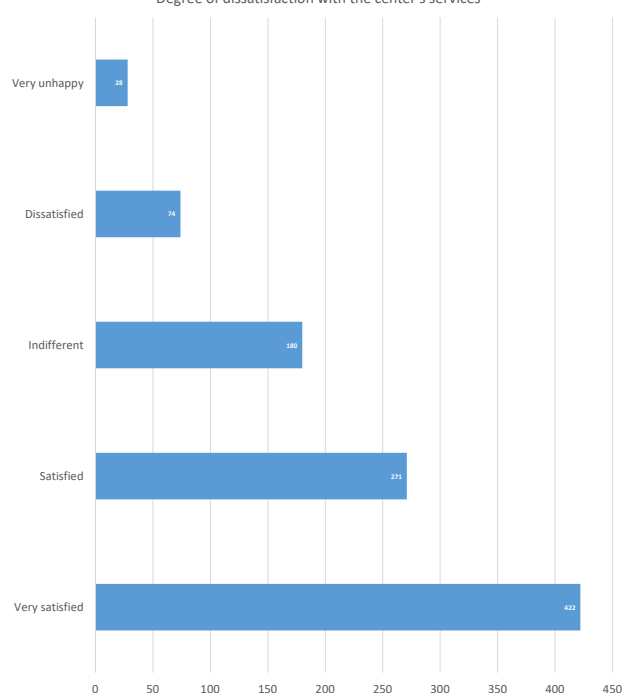
THE PURPOSE FOR WHICH THE TOURIST INFORMATION CENTER
IS CALLED



Source: data obtained after processing the questionnaire

Purpose of visits to Tourist Information Centers

Degree of dissatisfaction with the center's services



Source: data obtained after processing the questionnaire

The degree of satisfaction with the services offered by the tourist information center

A Tourist Information Center is truly the mirror of the destination. For this reason, the way the center is set up, the location chosen for it, the space and the way it is set up, as well as the way the employees welcome tourists and advise them must correspond and meet at least minimal requirements. A tourist information center is considered to be the mirror of a destination. As a result, the layout, location, appearance of the spaces where tourists are welcomed and advised must be appropriate and meet minimum standards, ensuring, in this way, the main mission of distributing informative material related to the respective destination and some activities related to destination management as well as certain tasks regarding tourism motivation research.