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Effective digital strategies to promote Romanian tourism

Anka Roxana Pascariu¹, Anita Georgiana Suba², Monica Suba¹, Dragos Chende¹,
Camelia Manescu¹,

¹ University of Life Sciences "King Mihai I" from Timisoara

² University Politehnica Timisoara

Abstract: *Romania, with its rich cultural heritage, diverse landscapes, and unique attractions, has the potential to become a leading destination in European tourism. This paper explores effective digital strategies for promoting Romanian tourism in the global marketplace. In an increasingly digital world, leveraging online platforms is crucial for reaching international audiences and showcasing Romania's tourism offerings.*

• Introduction

Tourism is an essential component of any country's economy, with the potential to generate substantial income and create jobs. In the case of Romania, a country with an impressive cultural and natural heritage, the importance of tourism promotion is even more obvious. From the spectacular landscapes of the Carpathians to cities with a rich historical heritage, such as Sighișoara and Sibiu, Romania offers a variety of attractions that could win the hearts of tourists from around the world.

The importance of using marketing strategies to promote Romanian tourism cannot be underestimated. In an era of globalization and technology, marketing becomes the key through which Romania can capitalize on its huge tourist potential. Through creative and well-directed approaches, our country can become a preferred destination for tourists from around the world, thus contributing to economic development and increasing international prestige.

• 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 establish a theoretical framework to guide the analysis and interpretation of the collected data.

• Results and discussions

The study examines various digital marketing tools, including social media campaigns, search engine optimization (SEO), influencer partnerships, and content marketing. It also highlights the importance of developing a strong online presence through websites, mobile apps, and virtual tours to enhance visitor engagement and satisfaction. Furthermore, the role of user-generated content, online reviews, and digital storytelling in building Romania's brand as a tourist destination is explored. The paper concludes with recommendations for public and private sector collaboration to create cohesive digital marketing strategies that highlight Romania's distinctiveness, ensure targeted audience engagement, and increase the visibility and appeal of Romania as a sustainable and attractive travel destination. Effective digital strategies, when strategically implemented, can drive growth in tourism while fostering long-term economic and cultural benefits for Romania.



Conclusions

The promotion of Romanian tourism requires a strategic and well-planned approach to attract tourists from both the country and abroad. Here are some effective strategies that can contribute to increasing the visibility and attractiveness of tourist destinations in Romania: brand identity development.

Creating a strong brand: It is essential to develop a brand identity that reflects the uniqueness and beauty of Romania. Memorable slogans and attractive logos can help strengthen the country's image.