

THE DEPENDENCE OF INTERNET TOURISTS IN THE CHOICE OF TOURIST DESTINATIONS

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Abstract:

In tourism, as in any other industry, information plays an extremely important role. If until now some years planning a holiday was made only at the offices of travel agencies, now we have the alternative internet. The multitude of portals, last minute offers, early booking and city breaks can help plan a much dreamed vacation. All at a distance from a few clicks. You just need to be patient and willing to read a lot because the forums are filled with opinions and comments of those who have been in one place or another.

Internal and external tourism recorded significant increases amid constant existence of an increasingly number of tourists and diversification of existing offers. According, investigations, this growth is the Internet, which managed to turn aggressive competition and prices. Based on various information about all destinations, routes and accommodation, tourists are increasingly demanding internet site allowing them to "visualize" holiday, and thus obliges travel agencies and hoteliers to provide better service better even at lower prices. This paper highlights the changes made in the tourism sector with remarkable developments of the computer era, and the Internet in particular.

Keywords: tourism, internet, customizing travel, profitability

Classification JEL: M21, O18,

1. Introduction

Sustainable tourism development will be achieved through some major changes taking place in the tourism industry in Romania, in the following period. These changes should cover both aspects of structure in tourism and processes and interactions in tourist activities. First of all, the tourism in Romania shall also adopt a diversification strategy, focusing on the integration of new activity fields, as new services, along with the improvement of the existent ones, new tourist facilities, by the construction of centers/units, in compliance with the standards requested by the current tourism, but in the first place of some new products and tourist programmes provided by the current tourist centers. By studying consumer behavior of European tourists visiting Romania, and trends in their preferences regarding requested touristic product the authors propose a pattern for tourism product diversification and expansion of several existing forms of tourism [6]. When you want to plan a vacation, what is the first thing that comes to mind about organizing the trip, booking tickets and the necessary information about the place you want to visit? Certainly most of us think of a travel agency, but now we can set up a vacation we dreamed just by connecting to the internet. You can do everything on your own or, armed with information gathered on-line, you can ask a travel agency to outline your offer to your expectations.

With the help of the internet, you can organize your trip yourself - choose the type of transport and buy tickets, reserve places at hotels or lodges, inform yourself about the events and tourist areas of the area you want to visit. It is true that it will be necessary to give a little more time to these things, but personal satisfaction that you have done alone will be as much as your effort. In addition, by planning your holiday with the help of the internet, you will also be able to make savings. For example, take advantage of airline promotions and book your travel tickets in advance. It is good to do the same with the accommodation, choosing the place of accommodation and booking the rooms in advance. For this you have two options: enter various sites where you can book online air tickets / train / buses and then search for accommodation or use specialized sites on this type of activities. For example, you can access expedia.com or travel.com, sites that give you

the opportunity to organize your online trip to various places in the world. After choosing your type of transportation and booking your tickets, these sites offer you the option of choosing a place to stay in one of the hotels or guesthouses in the areas you plan to visit. Also, it is good to know that there are sites like *venere.com* or *catalog.horse21.net*, where you can book online accommodations in hotels in the most important tourist areas in the world. And, more than that, on these sites you usually find promotional prices and substantial discounts. In addition, besides the description of the hotels in question, there are also reviews and reviews of the clients. It is advisable to think of the fact that once you arrive in that place, you will need a local means of transport. All the internet is, and this time, the solution. In addition to information on public transport opportunities, you will find information on car rental options or you can even book a car with or without driver.

So, one can say that the profile of the tourist of today is characterized by the existence of high expectations in terms of quality of tourism services they choose and wants becoming more personalized, depending on time, budget and destinations pursued [3]. Meanwhile, the latest statistics recorded [10] enjoy exclusive locations and show openness to new activities, especially as prices of service packages to exotic destinations began to fall. However, the trend today is that the tourist inform notably in the online environment on destinations and activities desired, the recommendations circle of friends and social networks have an important role in finding inspiration for planning new trips in decision buying [2].

Currently, the Internet is considered "simulator" future holidays. With it, tourists can "view" to "simulate" the following holidays, due to the volume of increasingly consistent information, photos and travel experiences that are available and can be tracked online. In support of these practices, most public agencies on its website Holiday offers available for a significant number of destinations and information about them [11]. However, statistics reveals that many tourists appreciate further dialogue with a consultant in tourism because it can build with it a personalized holiday, depending on the time available, budget, interest activities and personal expectations [5]. Tourists consult the offers published on the websites of agencies to establish an initial plan holidays, then turn to consultants supporting tourism by personalizing offers and planning their holidays in the smallest details.

According to information from major tour operators tend to plan holidays for 2016 goes to two destinations exotic holidays combined with personalized activities and programs.

2. Profile of tourism in the Internet's remarkable period

Romania has a complex range of tourist proposal of general interest and the trends and predictions regarding the tourism activity evolution in the third millennium require a deepening of the characteristics of the development of this field. Initially, the development aspirations of the economy in modern times is moving towards a viable economy from the social, environmental, informational and enduring point of view, attributes that become more useful in the field of tourism[8]. The circumstances in which tourism operates, in the actual period, is focused on some consequences of the life development in the modern period, thus: - the increase of free time, by decreasing the number of labor hours from 48 in the past, to 40 in the actual period and even to 35-38, for some extended states from an economic, social, point of view, etc. - the increase of holidays from 2-3 weeks annually in the period 1950, to 4-5 weeks per year, recently[8]. In this context, it intervenes internet site. Its development has changed the world in an irreversible manner. If the question is why it is understandable why the Internet has managed to transform the tourism activity. It's about speed, convenience and to save time. Travel tickets are purchased today with more than 3 clicks, hotel rooms can be seen on the screens of all the devices and reserved whim and information on discounts lightning and seasonal travels much faster in the virtual environment. But perhaps the most striking feature of the Internet is that it provides access to information

This predisposition is completed also by that of cutting holidays in 2-3 sections of time which allow a proportional number of holidays. - the increase of the financial and material resources of a household, a consequence of the development of labor productivity, but also of the

evolution and the development of the beneficiaries of tourist products. - the development of the concern for the homogeneity of the natural environment with everything it implies and the development of a long term tourist activity represent activities which attract interest in the tourism area; - the increase of the interests concerning the physic and psychic form as elements of no stress protection becomes a larger concern of the modern tourism. The beneficiaries of tourist services become more preoccupied that the consumption of tourist products will soon have a benefic state. The manifestations mentioned above will impose the implementation of modern tourism forms in accordance with the exigencies and standards at national level and international level [8].

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But it is not enough tourists to be present in the online environment, since the same three clicks could lead to a detailed study travel offers of competitors. It is thus appropriate to mention that the transformation occurs predominantly classic tourism towards travel agencies, now goes to dominate the online market, which can be added and successful insurance agencies that facilitate the preparation for the holiday. We are making this statement because every journey starts with the planning (for some more detail; for others, hurry). Important is that the tourist be sure lacks the baggage important things. And, in addition, they have travel insurance and care. To eliminate these worries interfere insurance agencies, so that they have more time for making plans, thinking and daydreaming routes [4].

So, the Internet has managed to transform tourism and from this point of view. To these we can add and aggressive competition and prices., Travel agencies and hoteliers have to provide even better services at lower prices. And last but not least, the internet comes with various information about all destinations, routes and accommodation, waiting to be discovered. But the Internet could transform tourism and negatively, bringing people the images, stories and footage from around the world, kidnapping their curiosity to visit them by ourselves. But tourists true, dynamic, eager for knowledge and adventure, not quench their thirst for knowledge never limited to the Internet. Travelling means to discover how everyone is wrong about certain places and countries, as can be found things nobody sees them and how to experience emotions that nobody else could you describe before. Journeys should be regarded as experiences in themselves, not as ways to get somewhere. And wherever they travel tourists should travel with all your heart, with no worries. Whether going on a business trip, a holiday or a visit can not go unprepared. [5]

Equally true is the fact that when we talk about tourism and travel industry, when it comes to tourism as a business, you must look to the future with interest and attention. And we can not do that than focusing on the present trends and more or less obvious today. It is essential to follow the trend in tourism in other countries, as it is very important to understand what is local ownership. If we resist, if we want to gain market share and confidence of tourists, we must truly understand customers and focus our attention on the potential - those who still are neither loyal nor determined to work with any travel agency.

In international mass media are circulating more and more references to Generation Y, or those who have reached maturity at the beginning of the millennium. Basically it's about those born after 1980 to 1995. Those who today are between 21 and 36 years. In Romania we can be more specific and targeted audience and divided by the Revolution of '89: basically, young people born after 1990 represents a unique public, expectations and lifestyle slightly different from those born in the 80 [4]. In addition, it must undoubtedly different segments teenagers today - those called "digital natives" - children and young people born in the 3rd millennium in the digital age. Those who grew up in the Internet age and can not imagine life without net or not just mobile, but can not without youtube, facebook and smartphones. They are defined as those that would change the rules

[4]. They are the ones that come with different mentalities in all fields and, inevitably and tourism. The lifestyle of teenagers today is naturally and highly interconnected online. Even if teenagers today (Americans use the term teen-agers for those between 12 and 19) do not yet have money and social status should influence truly solvent demand on the market soon their way to search, compare and buy you produce revolution in trade and services, and hence in tourism.

More than 80 percent of Germans organize holidays according to ratings published on the Internet.

As one study of TUI, one of the largest tour operators in the world, before choosing a holiday destination, customers visit specialty blogs and hotel rating sites. The notes given to a hotel by other tourists have a decisive influence on customers, the study shows.

To all this is added information through social networks such as Facebook, the recommendations of a friend being much more handy than traveling to a travel agency. The Internet and modern technology have created the premises for strong competition for major tourism companies around the world.

"People are very interested in travel and holiday ideas," says Stefan Stoianov from Facebook Germany. 25 million active German users make Facebook the most important social networking site in Germany. "We found that 41 percent of the talks on Facebook have as main topic the trips, holidays," Stoianov says. For this reason, Facebook wants to increase its involvement in this area.

The big tour operators have quickly adapted to new trends, being extremely active on Facebook. Not only the large number of potential customers, but also detailed user information delights the marketing directors of major travel agencies, who can thus streamline their range of deals.

TUI Germany has created a Facebook page since 2015, which now attracts the attention of over 230,000 subscribers. However, specialists say that in the absence of a well-established communication strategy, the number of subscribers is irrelevant. "A company appears on Facebook like a private person who first needs to gain the trust of others," says Michael Masuch, head of TUI's Social Media department.

To advise German companies in this area, Joachim Schmidt created the Social Media Academy for Travel and Tourism a few years ago. Schmidt says German operators continue to hold on to communicating directly with their potential customers. "Not a few companies in travel companies are afraid of becoming too transparent and vulnerable because of their interaction with Facebook people," Schmidt says.

In his view, social network users will talk about one company or another, whether or not it is on Facebook. In one context, says Schmidt, it is wise to initiate, as a tour operator, the dialogue, giving customers the opportunity to respond. In addition, the German says, customers can help you improve the services they offer.

At least for the moment, companies do not make direct offers available to customers on Facebook. Each second tourist package is purchased in the tour operator's offices. However, social networks are a good source of inspiration for choosing holiday destinations. As a matter of fact, not many people give much trust to the recommendations made by friends, rather than counselors in the travel bureaus.

Silke Rauch, the head of a travel agency in Bavaria, says he knows 80 percent of Facebook users subscribing to the company's offers and information. Rauch's firm is the advocate of transparency and direct communication with all customers. "We are accessible to our customers on Facebook. It is and remains a priority for us to make our customers feel that they are permanently connected to a person who can personally and especially competently advise them," Rauch said. In spite of the holdings that some German companies continue to show about social networking, tourism and related services are gaining momentum on Facebook and other identical platforms.

For example, the car rental company Avis Germany offers its subscribers on Facebook the opportunity to vote in the city where the rental price of a car will be reduced by 50% on the following weekend. Communication with customers is direct, which is why they are extremely

involved in discussions about improving the company's offers and services - in a field marked by fierce competition.

In the context, at the request and advice of customers, Avis decided to offer, in some German cities, the possibility of renting a particular model of a car directly. This option, long demanded by customers, is a premiere. Typically, customers can only reserve a category of vehicles, but not a particular model.

For companies that have adapted to new "social" trends, the quality of service offered and earnestness continues to be the law. After all, in the absence of these two elements, no marketing strategy on social networks, no matter how intelligent, can produce results.

Another separate category is the "seniors". If "retired" from other countries are those who have time and money to travel, in Romania the money is a problem for this audience. Even active audience - those between 30 and 50 years - can be segmented according to income, lifestyle and priorities. For example, couples who traveled several times a year after I have a baby, take a break from traveling and then, depending on lifestyle changes his expectations and preferences of destinations and style holidays [4].

As a conclusion, the increased interest in seniors travel and tourism dedicated, up to entry adolescents digital natives, we can bet on some important trends recorded on the tourism market in Romania. These trends and trends can be both threats and opportunities for tourism. And certainly there are some challenges for us all.

3. Conclusions:

Before going on a trip, any tourist needs information to help him plan and choose between options. Travel agencies have immediately understood what the needs of consumers are and have launched portals for holidays, others have developed by themselves, with the goodwill of passionate travelers. Tourists can generate web content from anywhere, and so you can find out at any time about a specific destination, you can see places in the pictures that you have not heard or can participate in an expedition through their video content.

As technology has evolved a lot lately, many agencies have also discovered the importance of Facebook or Twitter, a market that can be exploited very easily and has a huge potential for promotion. They even formed teams that exclusively deal with maintaining customer relationships in social media. And that's because both Facebook and Twitter are great marketing tools, cost a little and bring many benefits, representing an important opportunity for the tourism industry. In addition, at any time, a good offer can get real time to potential customers.

Therefore, the internet can be a very good tool for information or a starting point in organizing a trip. A map of the long-haul trip can be easily crafted in the on-line environment. For weekend trips or for those that only require transport, meals and accommodation, you can limit yourself to the internet. It takes more time to gather information, but satisfaction is guaranteed. Especially if you like the spirit of adventure. And that's because you can organize your trip exactly as you want. The only secret is to document you thoroughly, so the risks of mischief are much smaller.

But when it comes to organizing a more complex holiday or a memorable experience, we are talking about circuits, tourist programs with guides and daily activities, luxury services, honeymoons, cruises or any other holidays that mean more than accommodation, meal and transport, things are different. For all this, it is advisable to call a consultant and, implicitly, a travel agency. You can pre-document the internet and then ask the travel agency to include in the circuit the objectives you want to visit. This way you can even challenge tour operators. One of the suggestions is to use the services of a travel agency known on the market, not the "apartment" ones, and to subscribe to their newsletters so that they are always up to date with special packages and discounts for early booking.

As a last resort, the best solution is to combine the two options of planning a holiday. Depending on your priorities and needs, you will be able to make the right choice to spend an unforgettable holiday without worries and problems. It is already known that a travel agency

always offers you a standard package, but also a detailed and punctual presentation of its facilities. It is legally required to provide you with the disadvantages or less attractive points of a destination, details that you could not notice when you browse the internet. In addition, if you have any problems, you will have someone to blame and claim damages. The holiday organized by the agency offers you multiple benefits: excursions, circuits, tour guides. However, you do not have to leave everything to the operators. You have all the freedom to read on the internet, look for any detail about your vacation and introduce it to the operators. You can ask them for a list of the airlines they work with, the areas you can visit on holidays, of course, at various prices. From these offers you can choose the best, but you can compare what you find on the internet to convince you if the travel agency is the most advantageous.

Even if you have some freedom from the activities or excursions offered by the agency, you have the certainty that nothing will interfere and will not give you a headache. You know, after all, the head of the place waiting for you. By choosing just the Internet version, you have all the freedom you want, and probably looking for it and spending a lot of time researching it, you'll be able to make a successful holiday. Visit what you want when you want and you can change anything if you are not happy with the conditions. At your destination you can find other interesting places that you would not normally have found. You just have to remember that you will be subject to more risks, you do not know if the information on the internet is provided by safe sources. Not the same thing happens if you travel through a serious agency. Due to agent experience, unexpected events occur less frequently.

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I sought to capture some of the trends that will certainly influence the tourism market in 2017 and the years to come. Thus [4]:

- Today's teenagers - digital natives, will change the way it sells and so is tourism. Those born in the 21st century are not only connect to the internet but also very interconnected. Information travels faster and is processed quickly and in real time. They need relevant and correct. And based on what your friends recommend or support and "influencers" in their community. Young people are tomorrow's smartphone and / or tablet all the time and communicating with them in the future will be mobile! Unlike Generation Y that I mentioned above, today's teenagers and even young people (those born in the 90s) - pass very quickly from "desktop computer" on mobile devices. In communication with them it is essential to be active not only online but also in Social Media. And not just online but also as "mobile". And anyway but not as relevant, cool and simple!

- Generation Y, those born in the 80s, are and will become increasingly evident that the public buys most tourism services. And they have an Internet connection. Even if you do not put as much emphasis on Social Media and cool applications. Even if you do not buy online, the majority of this audience will consult and seek online. We risk losing them by price and comparators and aggregators to giants like Booking or Expedia. Are informed and will inform online. Find quality and diversity. Many of them want great experiences and are no longer satisfied with traditional charter destinations. Breakuri city planning their individual using the Internet and become more interested in exotic destinations. Many of them have the opportunity to combine business trips with leisure.

- Seniors in Romania are beginning to travel more. Either as "pensioners" who are getting acquainted with programs for seniors and are increasingly interested in social programs - discounted the season or we're talking about seniors who have a social status that allows them to travel wherever they wanted recently, we can no doubt expect that number to grow and seniors traveling in Romania. Seniors traveling through Social Programs seek new destinations. And seniors who have spent time and budgets consistent, will focus on quality and personalized

experiences. Medium and long term, seniors in Romania will become a group of travelers with money and growing expectations.

- Exotic holidays and special experiences will become more and more evidence of social status. In Romania, more obvious and more dramatic than in other countries, social status and success have proven to be displayed. A bigger house, a more expensive car, a next-generation smartphone is proving elements of success and social status of an individual. So New Year's Eve spent in a hotel in Poiana Brasov overly expensive or stay in July-August in Mamaia. There they met people with money and there was better to be seen. However, Romanians successful tastes and preferences will change, diversify and refine. With the increasing importance of social media in everyday life, pictures of exotic vacations will contribute increasingly obvious to the individual's social status. People with financial potency increasingly seek vacation experiences as unique and personalized. And here we may just find a great opportunity to prove our right not only useful but indispensable.

- Will increase the demand for great local cuisine experiences. Holidays become opportunities to be creative and offer unique experiences of each client. Somewhat in the same vein as above, more and more Romanian will want to share their experiences in traditional destinations visited. Seek local conditions and will want not only to visit but to have. Understand and experience. Interact with local people and their lifestyle. And enjoy customized experiences according to their expectations and preferences.

- Luxury tourism will continue to grow in volume. Whatever the crisis or going through the harsh economy, there is a segment of tourists traveling more often. Whether on business or pleasure. People with money to make money traveling and enjoy the money you earn. And increasing number of Romanians who earn or have earned their money will want to enjoy them and see the world.

It is noted that, sooner or later, Romania will become an increasingly sought after destination and tourism to become a niche in which and from which we benefit. I do not think we need to explain why I believe that Romania is worth a visit and discovered by foreign tourists. Eventually, we are probably the most exciting destination in Europe that it looks like no one visits ... And if we were to summarize in a few words, I think we must learn to transform difficulties into opportunities! Both as a business and as a destination and as a community! And we will have to adapt!

To communicate directly with target segments we address it and do it fast, fair, honest, relevant, direct and simple. So the positive effect on recreational tourism, recreation, health and well understood not only by specialists and non-specialists even; with ethical and aesthetic taste education, tourism enjoys attention and consideration, or rather, is considered as an activity that contributes to quality of life.

Nature combining beauty and mysterious monuments can be no denial classified as major objective reasons triggering travel where they, if not on the internet are the most complete information about them. It adds, however, accommodations, food and entertainment that responding in a largely even if that is not perceived as such, forms for esthetic. Travel and tourism, promote the development of relations warm people close, leading to increased communication and ethical behavior admirable. (What could be more satisfying than a personal hotel that receives, at any time of the day and night, with great kindness and understanding the traveler? And where can inform tourism better? All this contributes to better quality of life, but JV adequate opportunities depending on an economy countries every stage of its development [1].

What must we do to be prepared for the future !?

- Let's see what happens in other countries. Because trends are seen in Romania, sooner or later.

- Let us understand our customers better and maintain a permanent connection between their wishes and local conditions.

- To establish a direct and open relationship with them, to get to a certain "intimacy" with each group / niche customers.

Maybe somewhere incorrect or exaggerated. Maybe I missed certain aspects or other trends I noticed that we have not touched in this article. We remain convinced that the tourism market and that the solution may increase competition Success is not direct competition and price wars.

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