

THE ROLE OF MASS-MEDIA ON TOURISM DEVELOPMENT

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Abstract

This paper aims to illustrate the role that mass-media has in promoting and developing tourism. The tourism has become a popular global recreation activity. Tourism is the most powerful economic branch in the world. The tourism and the media have a close relationship, especially when it comes to tourism promotion because the media is like a mediator in terms of tourism policy, so it has the role of bringing society and tourism to a common denominator. The role of the media is to mediate a process of transmission of tourist products from producers to consumers.

Key words: *tourism development, mass-media.*

JEL Classification: *L83*

I. DEVELOPING TOURISM OVER TIME

The tourism is the journey made for recreation, recreation or business. The World Tourism Organization (WTO) defines tourists as "traveling or living in places outside their area of permanent residence for a minimum of twenty-four (24) hours but not longer than one consecutive year in recreation, business or other activities not related to the pursuit of a paid activity in the locality concerned." (UNWTO, The World Tourism Organisation

<http://www2.unwto.org>)

From etymological point of view, the word "tour" derives from Latin (casting) and Greek (tornos), in the sense of circle - the movement around a central point or an axis. Taken in English, the word tour has taken on the meaning of action to move around in a circle. Consequently, a tour / tour is a round trip, and the tour operator is called tourist / tourist.

The tourism is the art of traveling for pleasure. Tourism is a leisure activity consisting in traveling or living away from the place of residence, for fun, rest, enrichment of experience and culture due to the knowledge of new human aspects and unknown landscapes.

Tourism is one of the most remarkable events of the century because it managed to grow in a relatively short time. In terms of politics, the tourism is considered to be a factor of peace because through tourism, ties and increasingly intense conflicts are much easier to solve because people's conceptions and aspirations are much better understood. From a social point of view, tourism has the role of responding to the desire to know modern man, thus giving him a means

of psychological detente with regard to the tensions that civilization brings about. Economically, the tourism is a breakthrough in the economy, which has positive consequences for individual wellbeing.

The tourism has become a popular global recreation activity. Tourism is the most powerful economic branch in the world. In 2004, around 623 billion US dollars were obtained in the sector according to the World Tourism Organization \$. In 2008, there were over 922 million international arrivals, with an increase of 1.9% compared to 2007. The international travel receipts increased to \$ 944 trillion in 2008 (€ 642 trillion), which corresponds to a real increase of 1.8%. With around 100 million employees worldwide, tourism is also emerging as the most important employer. The cross-border travel amounts to 25 to 30 of world trade in services.

As a result of the recession that has affected the world economy since 2000, the international tourism demand has suffered a strong slowdown since June 2008, reflecting a decline in global arrivals growth of 2% during the Boreal summer months. This negative trend has intensified in 2009, in some countries, exaggeratedly due to the H1N1 virus, and has led to a worldwide decline of 4% in 2009 with 880 million international arrivals, and an estimated fall in tourism revenue of 6 %.

From a historical point of view, there were first of all practical motivations (places rich in hunting or suitable for agriculture, lands near the water or natural disaster) that caused people to move, but these were changed with the intervention of sedentariness in people's lives. In ancient Egypt and other ancient cultures on all continents, pilgrimages to the temples of the divinities were already in place (eg, the pilgrimage

of Muslims to Mecca / Mecca called Hadsch or the Hindus' meeting for the ritual bath in Ganges). Other reasons to travel were foreign trade and the maintenance of political and economic relations with colonies or other dependent regions. Since the Roman times, there have been famous localities, famous resorts for the rich (Baiae). The rich Romans possessed properties in the provinces, which they visited from time to time. Nordic travelers traveled to Greenland and America, Arabs throughout the Indian Ocean. Seldom, then, the voyages were perceived as aggression by locals.

Europe returned slowly after the invasion of the barbarians (the reason for "travel": better living conditions) from the political and economic decline (while stability prevailed in China and Japan). Soon, a rich religious tourism is developing in Europe. Along the pilgrimage routes and in the favored localities by their geographic position on these routes (ports, intersections of commercial roads) were established all the continental shopping centers, which brought the merchants back.

The recreational tourism was associated with the UK Industrial Revolution, the first country in Europe which promoted the recreational and leisure tourism for the growing number of industrial workers at that time. Initially, it was intended for holders of means of production, economic oligarchy, traders and factory owners. They represented the new middle class. Cox & Kings was the first official tourist company founded in 1758.

The British origin of this new industry is also reflected by the names used. In Nice, France, one of the first resorts on the French Riviera to be established over time, the promenade still bears the name of the "Promenade of the English", and in many other historic resorts in mainland Europe, old resonance hotels are called Bristol / Carlton / Majestic, which reflects the early dominance of English customers.

The mass tourism has developed due to the technological advances, allowing the transport of a large number of people in a short time to places of tourist interest, so that more and more people have enjoyed spending their free time in those localities or resorts. In the United States, the first European-style coastal resorts were set up in Atlantic City, New Jersey and Long Island, New York. In continental Europe, among the first resorts were Ostend, which became popular with the inhabitants of Brussels; Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) for the Parisians; and Heiligendamm, founded in 1793, as the first seaside resort on the shores of the Baltic Sea.

Since 1950, tourist activity has grown worldwide by 7-8 times. Past years have shown that during this period tourism has become an activity with unsurpassed social roots.

Adjective tourism refers to the many forms of niche or specialist tourism that have been affirmed over the years, each defined by its own adjective. Many of them have been imposed by the tourism industry and

universities. Others advance concepts that may or may not be accepted by the general public. Examples of the nicest niche markets are: agritourism, culinary tourism, cultural tourism, ecotourism, extreme tourism, geotourism, patrimonial or cultural-patrimonial tourism, the tourism for people with different sexual orientations, medical tourism, nautical tourism, pop tourism, religious tourism, spatial tourism, tourism in areas of war, tourism in nature for those interested in fauna and flora, underwater tourism for diving enthusiasts.

The tourism development has become remarkable in Europe, especially as a luxury tourism market in recent decades, which is based on short-term voyages. Tourists interested in this form of tourism have high incomes, considerable rest time, are educated, and have sophisticated tastes. The demand is defined by the higher quality target, which has led to the fragmentation of the mass coastal tourism market, tourists claiming specialized versions, quieter resorts, holiday resorts or niche tourism hotels. The development of transport, technology and infrastructure (reactive jets, low-cost flights and much more accessible airports) have made many types of tourism more accessible. The World Health Organization estimates that over 500,000 people are on the airplane every moment. Changes in lifestyle, such as retirement age, have also intervened, which sustains tourism throughout the year. This is facilitated by online sales of travel products. The media and some sites have now begun to offer dynamic packages when an inclusive price is also estimated for a customized package of tourists. There have also been some regressions in tourism, such as the September 11 attacks and terrorist threats to tourist destinations (Bali and several European cities). Also due to the tsunami from December 26, 2004, and the 2004 Indian Ocean earthquake that affected the Asian countries of the Indian Ocean and the Maldives. Thousands of lives were lost and many tourists died, which led to stopping or restricting tourism in those areas. Travel and travel terms are sometimes used as synonyms. In this context, the journey can be defined as tourism, but it is distinguished by the fact that it refers to a certain destination or a well-defined purpose. The term tourism or tourist is sometimes used with a pejorative sense, involving the superficial interest for the culture or places visited by tourists.

The revenue from international tourism rose from 944 billion. US \$ (642 €) in 2008, corresponding to a 1.8% real increase in comparison with 2007. When the amount of export earnings from international passenger transport is taken into account, the total receipts for 2008 reach the record US \$ 1.1 trillion, or over \$ 3 trillion per day.

The World Tourism Organization reports the following ten countries as the first to be ranked in terms of earnings from tourism in 2009. It is important to note that most are on the European continent but also that the United States continues to rank first places.

II. THE EMERGENCE OF TOURISM AND MASS COMMUNICATION

Mass communication has emerged since 1493 in Barcelona through the letter of Christopher Columbus, a letter he sent to the royal counselor describing his own journey by sea and the desire to discover India. This letter was then reprinted over a month in Rome, where it appeared in three successive editions, and later appeared in Florence, Paris, Antwerp or Basel. This letter was a real inspiration for the author Samuel Eliot Morison, who wrote a real bestseller of the time describing Columbus' travels and adventures. This example shows that the power of communication is extraordinary, so, thanks to the printing, it was allowed to multiply a text, so information came to light, started to circulate and became extremely accessible in different environments and in different geographic spaces. So a communication relationship that should have taken place in a small circle came out of this circle and came into contact with many people. „Those who had access to that information did not know each other, did not personally know the author of the message, did not share the same values, ideas, beliefs; the only thing they had in common was the fact that they all benefited from a cultural good that was created to be consumed.” (Coman, 2014)

Media communication is represented by more or less complex support from the point of view of technology (computer, letter, phone) or by an ensemble composed of specialists and institutions with technological endowments (the Internet, the radio, the television, the written press, the books, the movies). Whatever the technical characteristics and how they work, the act of communication and mediation helps consumers to store information, amplify audiences at a higher rate of transmitting a message, and to increase the reach of the message so that, it will reach an increasing distance.

Through the media, the public has been transformed from participant into public debates in image and information consumers. The role of the media is manifested by the creation of a public circle, within which there are public debates and public opinions.

The television is considered a means of information, yet some authors consider that this means of communication offers the least amount of information because in this case the information is filtered and sometimes distorted. „The Internet has produced a real revolution. The size of the number of blogs, the appearance of online newspapers written by readers, is predicted. Some daily newspapers are read more in online editions than printed ones, and as a consequence it is worth noting the increase in the volume of advertising on the Internet.” (Schifirneț, 2014)

In the public space, usually the agenda is made by the media, it is the one that proposes the themes to

be discussed, although the audience can sometimes be a small one. The transfer from the public sphere to the private sphere is realized today through the media. Society is no longer the one that has the strengths of solving conflicts resulting from inter-human relations or social interactions, so that this mission is taken up by the media and especially the television.

The role of the media in the Europeanization of the public sphere is important not in the communication of political messages, but in the ability to transmit information about European lifestyles. There are three dimensions of media coverage that have a role to play in affirmation the European public sphere: the visibility or the amount of news about European Union, the European nature of news and their tone. All these aspects are legitimate, in fact, by the public space national. An European public sphere is not the consequence of a natural transformation of the national public sphere through the speeches about the Union But a long-term process dependent on quantity and quality speeches from different national media.

The media play a rather important role in most aspects of life, and especially in areas such as education, social interaction, culture, or the economy. Historical sites or monuments of archaeological nature highlight the customs, traditions and heritage of the past, so that the media has the capacity to capitalize on the values and cults of different countries, and also the media have the role of correct and clarify any erroneous information spread across an entire society. Historical and archaeological monuments, as well as the media, have similar missions, so the mass media contribute greatly to activating and shaping tourist attractions.

Tourism and the media have a close relationship, especially when it comes to tourism promotion because the media is like a mediator in terms of tourism policy, so it has the role of bringing society and tourism to a common denominator. The role of the media is to mediate a process of transmission of tourist products from producers to consumers.

Any type of media is essential to the sustainable tourism development, especially when it comes to intelligent globally investment. Media communication can have particularly strong effects in changing the behavior and the attitudes of those who promote local, national or global tourism, with a role of security and sustainable development.

The media produces cultural, social, political and economic benefits of tourism in any country, so everything is influenced by media means. As a result of these changes, the media also has the social responsibility to spread and enhance international, national and local cultural values, thus producing a society, politics and economy. The public communication strategy is based on quality information that leads to the development of new global tourism through partnership initiatives such as security, peace, developed tourism, technology transfer, conflict resolution, and ecological tourism.

Communication through the media is one of the best ways to promote and develop ecological tourism. The media communication strategy is to change behaviors and attitudes of individuals or groups in specific ways through traditional communication from one person to another. The purpose of this communication is to provide services between producers and beneficiaries so that people have the ability to choose, motivate, educate and facilitate the way they are made. Typically, this is done by promoting mass media, which addresses all parties involved in the development of the tourism industry.

By using communication techniques in an efficient way, a barrier can be created, which aims at promoting more useful the transmitted messages, combining both modern and traditional means. The Internet is a modern means of communication that gave freedom to written press, television, photographs or letters in its own space, so that the way of promotion has become much easier in the whole world. Also through the Internet, the media can streamline analyzes, and radio is a mood for communication that made its presence felt online as well. Television can also be viewed in online space, so digital images, graphics, or files are now accessible to any user. Media agencies, as well as advertisers, easily integrate with Internet transmissions.

Also, the media plays a very important role in setting up emerging tourist destinations, so that the relationship between the media and tourism is an essential, priority and complex one. Tourism is often seen through media eyes because most of the travel decisions are related to the media. People who have never seen a destination and who decide to visit it do so because of media channels, so „in many countries television programmes with a tourism or travel theme have become a regular feature of the television landscape.” (Croy, Beeton, Frost, 2010)

When there is a certain crisis in a country, a war or an assault, this will primarily be felt on tourism, especially if that country is one that has developed tourism. The media gives all this information that interests tourists and potential tourists, so that countries affected by war, attacks or natural disasters, even if they are tourist, will be avoided by people, so there is a risk that in this case the sources the income from tourism to drop in a drastic way.

In other words, it can be said that the media is a marketing point in the field of tourism, which has the role of attracting tourists to choose a particular destination for a visit. Marketing is vital in the field of tourism that is becoming more and more demanding. Marketing helps us to know and understand the market and adjust our offer to market conditions. Marketing also helps tourist service providers become more and more known among potential customers (not only through sophisticated and costly promotion, but also through simple and inexpensive ways such as online presence on a travel portal or a simple indicator to a specific tourist destination)

Starting from Lippmann's theory, the theory of cultivation, addiction, day-to-day settlement, the spiral of silence, etc. - all this reveals how the media influence the behaviors, either directly or indirectly, in the long or medium term. The most important internal or external events, about which most of us have extremely strong opinions, have been brought to our attention by the media. Hence the ease with which the media can influence the value judgments and, therefore, the choices that people make or the decisions they can make behind them.

Depending on the events presented in the newsletters, written press, radio, etc., people organize their lives. People depend on the media to be informed, and those who know how to take advantage of it gain a large part of the public audience. First of all, all these modern forms, models of mass communication, act on the mind of man in general, perhaps television being the most used form of mass communication, because the "audience" rounds to an extremely high number. The theorists agree that the press and other media have effects on individuals, groups, institutions and the masses, shaping human personality in terms of cognitive, affective, and behavioral.

A model, called the spiral of silence, created by German researcher Elisabeth Noelle Neuman, imagines the effects of communication over the individual over time, pushing the little and poorly informed individual towards the edge of a spiral, depending on the subject's communication. Another simplest model is that of the two-step flow, which takes into account the role of the opinion leader as a mediator between the media and the individual. The first step is the mass media effect on the leader, the second representing its influence on the other audience members.

The term "media" appeared in 1920 and was used to target the public opinion, but using mass media such as television, radio, print media, or magazines. Manuscripts, which have been used centuries ago, can be considered as forms of the media. The Internet is another form of media, including other forms of communication, such as blogs, websites, podcasts, messages, photos and videos.

Media is a way of communication and advertising, which is used in various forms and for various purposes: in society and in business, so advertising, marketing, public relations or propaganda can be a form of media. Also, mass communication is also used in entertainment, acting, sports, and more recently, computer games on the 20th Century. At the same time, the media is also used for various public announcements.

The tourism industry uses mass media a lot to inform the public about their own tourist offerings, so that through the media, communication is projected to a larger audience and a fairly wide geographic area, „tourism is as a means of communication because it facilitates: transmission of information in view of a predetermined scope; contact of the "target" with a certain culture / society with a great potential to

influence shaping the targets view on the subject". (Rotariu, 2000) So the progress of technology and the mass media greatly aids the expansion and development of tourism to its maximum potential. If people communicate and forward what they hear in the media then one can say that marketing is a very good one. If this happens, it means that advertising has worked well, tourism has gained, and so does the media, whose forms will be more and more visualized.

The buying process, and in this case the purchase of a tourist product incorporates the behavioral responses, which are divided into several phases: the first stage of the buying act is represented by the awareness of the need followed by the search for information. These two needs will lead to a tension that the buying process will amplify. This need may be both conscious and latent, so that advertising will be the one to awaken the need, or it will make it necessary for a particular mark, and that is the main purpose of the advertising. Even though this will not be the result, however, it will feel the need to search for as much information on the subject as possible. The consumer's first tendency will be to look for information from his or her own experience, and then from other external sources and implicitly from advertising activities. As regards the need to search for information, human behavior can take three forms: The automatic behavior, which is reproduced by an unprecedented decision and without questioning the initial information and discussion of the choice, and this type of behavior is particularly common in small, low-involvement products such as food base for example. Behavior that urges the consumer to a `limited decision`, so he will only appeal to his own knowledge. This is the case, for example, when the buyer wants to buy a product that is no longer found and has to choose something else. Behavior that is characterized by an extended decision is that type of behavior that needs concentrated information, such as the choice of a tourist destination, where the nature of the product (whether expensive or not) must be taken into account, by the personality of the consumer and its preferences, but also the high cost of information. This is included in the time budget that a consumer will allocate for information purposes.

Another phase of human behavioral quest is the evaluation of solutions. This phase will depend on the order of the consumer's importance on his needs, so that, after making this assessment, the consumer will proceed to the act of buying, where it will be influenced by certain factors of the situation. Situational factors are represented by the physical environment in which the tourist product is located in this case and its location, by type of destination. Advertising in this case is the one that offers the consumer in a direct way all the information he needs, giving him a favorable atmosphere to reflection. The social environment considers the people with whom the person concerned consults in choosing a tourist destination. Temporal prospects are the time that has passed since the last holiday and until the time of purchasing another tourist

package. Usually, people prefer to go on vacation each summer to opt for longer and safer stays from time to time.

In the case of commercial communication, it has as its main objective the mark or the product. „In the case of product-communication, the product's quality must be shown in the advertising campaign, developing as much as possible a credible and coherent advertisement". (Marcenac, Milon, 2006) So, in the case of product communication, the product's qualities must be shown, developing as much as possible a credible and coherent creative.

Regarding the general competencies of each media channel, television is a strong media channel because it has a large national coverage. Besides this, television has a powerful notoriety effect, it has a rapid and powerful impact on people and last but not least, it has a demonstrative effect because many people tend to copy the behaviors from the TV and buy a certain product depending on the ad they have in their media channels.

Just like the television, the radio provides a very good representation and puts its mark on a rather large part of the population. In general, the peak hours of the radio are in the morning when people listen to the radio in the car as they head for duty and in the afternoon when they return from work. At these times, advertising is the most productive to promote a particular product even as a tourist. However, the media effect may be ephemeral, especially as the visualization is completely missing.

The Internet is the most popular media channel that has the largest coverage, both nationally and internationally, and also possesses the highest degree of media coverage among all channels. This is strongly argumentative, especially as it includes both the written press and the radio, but also the televisions. Advertising through this communication channel is most effective and most widespread, with a fairly large influence on the public.

III. THE IMPORTANCE OF THE MEDIA IN TOURISM PROMOTING

The advertisements for the promotion of a tourist product are built according to the characteristics of a person's attention, so that these features will be exploited by the consumer through the volume of sound, mobility, concentration and last but not least image.

Many products that are today available to consumers resemble each other, so most people choose a particular product based on aesthetic values and the differences created by the visual design. The aesthetic dimension is the one that creates the appearance of a product, so that in the case of a tourist product, people are guided in the first place after visual aesthetics, which remains one of the most important factors when it comes to attention and choice. „Although aesthetics

of the product may include a number of non-visual elements (music), visual aesthetics remain the most important and relevant factor for most products". (Petre, Iliescu, 2005)

Tourism is the area with the fastest growing economic growth all over the world. In 2015, international travel arrivals have exceeded 1 billion marks, so UNWTO predicts that world tourism trends will grow exponentially and total arrivals will reach in 2030 to 1.8 billion.

The media play an extremely important role in setting up emerging destinations in Eastern Europe and Central Asia on the global tourism map, thus contributing to the growth of local economies, according to the United Nations World Tourism Organization (UNWTO).

A consumer for choose a particular tourist product is necessary to imagine himself in that tourist product or better said in that holiday because it needs to project himself in a certain space and time quite different from the everyday life and imagine himself on vacation. Those who are responsible for the communication of messages, and in this case, the media have the task of stimulating the traveler's fantasy, making him willing to choose the tourist product, helping him to discover where he wants to go and what types of vacations he wants. The purpose of mass communication on promoting tourism is to make a consumer dream of a vacation and to suggest clear forms of choosing it.

To appease the desire to go on vacation, the media through television, the Internet, radio, or newspapers explore the idealization of vacation experiences and the symbolism of tourism utopias. Through the media, the holiday moments are represented to make the consumer choose that destination. The media generally appeal to the emotions and interactions the individual can hope to live throughout their vacation.

The media resorts to idyllic scenes to promote tourism, so it is based on three themes: the interactions that take place in the group of tourists, and here are re-elected the amusement scenes spent with the family. It also highlights the interactions that take place with the host country and the people there, enhancing the hospitality of the places and last but not least, the media appeals to the emotions that the individual lives, bringing to the scene scenes with people who have different experts, from smiles, surprise expressions, delight or wonder. The main idea of these scenes is to suggest the experience a tourist is living in, thus approaching the target audience and thus facilitating his identification.

The media resorts to myths and utopias to wake up the tourists' desire to go on vacation, so the myth of the traveler is the main idea of these commercials. Robinson's myth is being used increasingly with photographs of unexplored mountains, deserted beaches, unspoilt virgin forests, so through these scenes is emphasized the wild and solitary character of the

presented places. The myth of the ethnologist is also used to present photographs of faces with some morphological specificity, this being the first proof that the cultural difference to the tourist is a means of suggesting the possibility of an individual meeting with the locals.

For example, in 2007, Orlando city created an advertising campaign through the media through which it is demonstrated that the city is the perfect destination for the family travel. Two versions of advertising have been created. One of the versions is the `mom` version, which expresses the experience of a married woman and with children, thus reaching out to this target group, and the `dad` version also addresses the rest of the population. The conclusion is that advertising should primarily aim to quickly identify women or men with this profile. So, „to help the consumer understand the position of the offer and identify it at a geographic level, the caricature images of the destinations and their inhabitants are exploited." (Petr, 2011) Whether it's geographically clearly identified places or generic images, the use of caricature images is to capitalize on and accelerate the phenomenon of scraping and classifying ideas. Like the version of Proust's madness, these images function as a way to access memory through the senses. The presentation of some emblematic places will make the consumer think about the destinations that these places illustrate.

Expressions related to destinations are also used. The main objective of mass communication is to create specific content, so the intention is to encourage the transfer of destination-related representations to an offer promoted by the media in the advertising message. For example, in the case of a combination of pictures with the cities of Paris, Prague or Venice, the consumer will be driven to a romantic journey, being an ideal means for travel agencies to promote their holiday for lovers or for honeymoon.

The media are always looking for stereotypes to promote a particular tourist destination. The cults are always important reference points, so they are considered sites that should not be bypassed. For example, in the case of an advertisement promoting Paris, emphasis is placed on the symbol of Paris, namely the Eiffel Tower. Tourist symbols are also used as emblematic items for other destinations. For example, the flags. In the case of Ireland, the emblem is a clover, and there is also a focus on gastronomy, so that in Spain a tourist has to taste the famous Sangria, and in Corsica it is impossible not to taste the famous sausages. These symbols are always used when it comes to promoting a tourist destination, as is the case with Australia for the famous kangaroos that are indelible from promotional advertisements or the photo of a cow-boy that always takes you to the US. Usually the used steroids are associated with the inhabitants of the destination. These stereotypes can relate to physical traits (for example, a Danish woman must always be blonde and her eyes are light), at the values of the population concerned (the Bretons are said to be

stubborn or the inhabitants of Auvergne are greedy) or in terms of behavior, for example it is said that "the Corsican remains very calm until the rage bursts, the inhabitants of Rome are clamoring neatly when they are driving." (Petr, 2011)

However, the stereotypes should be used with caution so that the inhabitants can find themselves in descriptions. Another solution used by the media is the humor or self-irony for people to easily memorize destinations that have a clear message about possible tourists but also residents. For example, a video has become viral on the internet in terms of promoting Switzerland, but through self-irony. The video promoted and broadcast on Youtube shows a team of mountaineers climbing. This material was intended for the recruitment of future candidates for mountain cleaners. Through the video, it describes the work to be done and the necessary skills that the person seeking for that job must have: to be both a mature and mountaineering expert. Using self-irony and humor, the purpose of that video was to amuse and also to stimulate the broadcast of the video on the internet. In order to attract the attention of consumers who think about holidays, Internet presence is essential when searching for information, and promoted messages must be original as both format and content.

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IV. CONCLUSIONS

Mass media and especially the Internet has become one of the most important media used by a consumer who wants to go on a vacation. Getting information about a particular tourist destination, prices, operators and reviews always involves searching on the internet. Also, the travel agents estimate that 91% of the people who come to their agency are informed first of all on the internet.

So the internet is the main source used to prepare for a holiday or a trip. For example, French people who want to go on a vacation, 77% call the internet first to get informed about a tourist destination. According to a study by Protourisme, conducted in March 2009, the domination is overwhelming, so only a third of respondents mention the second channel of communication outside the internet, such as verbal recommendations, travel agencies or travel agencies. In the context of the Internet becoming a means of unbearable media, spending on electronic advertising is rising more and more, especially in the tourism sector.