

## WEB PLATFORM FOR LEVERAGING THE TOURISTIC POTENTIAL OF ARGEȘ COUNTY, ROMANIA. CASE STUDY: PROMOTING THE LOCALITY OF NUCȘOARA

Elena COFAS<sup>1</sup>, Florin Cristian CIOBĂNICĂ<sup>2</sup>

<sup>1</sup>University of Agronomic Sciences and Veterinary Medicine Bucharest of Bucharest, 59 Marasti Boulevard, District 1, 011464, Bucharest, Romania, E-mail: cofas.elena@managusamv.ro

<sup>2</sup>Theoretical High School "Mihail Kogălniceanu", 8 Narciselor Street, Snagov, Ilfov County, Romania, E-mail: florin-cristian.ciobanica@doctorat.usamv.ro

**Corresponding author:** cofas.elena@managusamv.ro

### Abstract

*Located in the northern part of the Muntenia region, Argeș County benefits from the beauties that nature has generously provided. The Romanian relief is varied and spectacular, but in few regions can the grandeur of a sunset or the flavor of leaves moistened by mountain dew be fully captured. In a single place, the traveller can perceive the historically rich aroma of the streets of Golești and refresh themselves in the frozen breeze of the Transfăgărășan. This place, this natural amphitheater, is "Little Romania" or, according to the administrative map, Argeș County. Therefore, the concept of tourism seems at home when we talk about the mountain areas of the Făgăraș Mountains that belong to the Argeș territory. This work aims to exemplify modern techniques for promoting tourism. Promotion refers to the set of informational means, activities, and methods used to capture the attention of potential tourists to meet their needs and desires. In this work, we focused on the online promotion of tourist destinations. To this end, we went through the stages of creating a presentation website for the locality of Nucșoara. Currently, many people opt to search for certain information via the Internet, thus there are numerous advantages to this promotional method, which we have also mentioned in this work.*

**Key words:** Argeș, Nucșoara, promotion, tourism

### INTRODUCTION

Argeș County, named after the river that flows through it, encompasses the distant and little-known history of the ancestors of the Romanian people. A homeland whose antiquity stretches back into the mists of time, the county has gathered in its depressions and wide, fertile valleys a large population whose administrative and political organization has evolved over time. By 1247, the first Romanian administrative entity had been established in these lands, though the term "Argeș County" was first mentioned in documents in 1437 [9], [12].

Like all the counties at the southern foot of the Southern Carpathians, Argeș also has an elongated shape along the north-south axis. Located in the upper Argeș Basin, it borders the counties of Sibiu and Brașov to the north, with the high ridges of the Făgăraș Mountains, the highest mountain range in Romania, and the Piatra Craiului as the separating

boundaries. To the east, it borders Dâmbovița County, with the Leaota Massif's ridges, rolling hills, and plains as the boundary. To the south, Argeș adjoins Teleorman County, sharing the Găvanu-Burdea Plain, and to the west, it borders the counties of Olt and Vâlcea, with the boundary following the watershed between the Olt, Argeș, and Vedea Basins [6]. The area of Argeș County is 6,826 km<sup>2</sup>, representing 2.9% of the country's total area, making it the 11th largest in terms of size. Located in the south of the country, Argeș County is "cut" in two by the 45° north latitude parallel and is traversed to the east by the 25° east longitude meridian.

The county successively features all three characteristic landforms from north to south: mountains, hills, and plains. Hills predominate, covering more than half of the area. The mountains account for 25% of the county's territory and are part of the Southern Carpathians, specifically the southern slope of the Făgăraș Massif, which extends between the

Rucăr-Bran Corridor and the Olt Defile. The Sub-Carpathian hilly area covers 55% of the county and consists of the Getic Sub-Carpathians and the Getic Plateau, which is further composed of the Căndești, Argeș, and Cotmeana platforms. The Sub-Carpathians are characterized by a mix of small mountains, which only occasionally exceed 1,000 meters in altitude, with average heights of 800 meters. The transition from the Sub-Carpathians to the plateau hills occurs through a lower contact zone, consisting of small depressions, such as those at Curtea de Argeș and Domnești. The plain area represents 20% of the territory and extends across the southern part of the county. In its northern part, the character is piedmont, marked by the terraced plains of the Argeș River [1], [3], [4].



Photo 1. Podu Dâmboviței Village, Argeș  
Source: <https://www.romanianresorts.ro/>[13].

The relief of Argeș County varies from north to south and presents itself as a natural amphitheater, encompassing a succession of characteristic steps: the Găvanu-Burdea Plain (150 m), the Plateau (with heights of 800 m), and the Getic Sub-Carpathians (with vineyards and orchards, and hills exceeding 1,000 m in altitude), the Făgăraș Mountains (including Moldoveanu Peak at 2,544 m, the highest point in the country, and Negoiu Peak at 2,535 m, as well as the Iezer-Păpușa, Leaota, Piatra Craiului Massifs, and the Rucăr-Bran Corridor).

Argeș County partially encompasses the Căndești and Cotmeana Piedmonts and entirely includes the Argeș Piedmont (Argeș Hills). The Romanian Plain constitutes the lowest step of the county's relief, with two subunits: the High Plain of Pitești (entirely) and the Găvanu-Burdea Plain (partially). The Găvanu-Burdea

Plain is located to the east, while the valleys of the Olt and Argeș rivers extend to the west. Argeș County boasts exceptional tourism potential, placing it in a prominent national position in this field. Nature's generosity has provided the Argeș lands with various forms of beauty, from the splendor of the Făgăraș Mountains' peaks in the north to the majestic expanse of the Pitești and Găvanu-Burdea plains in the south. All these natural riches create a marvelous land with unique picturesque qualities that, when properly valorized, have the potential to significantly enhance tourism, though it has not yet reached its true potential [1], [4], [7].

The mountainous area, which represents a quarter of the county's territory, offers exceptional attractions: gorges, waterfalls, caves, lakes, numerous marked trails, and opportunities for climbing and skiing. Mountain tourism is practiced within two main areas: the Câmpulung area and the Curtea de Argeș area. In Argeș County, there are 22 climbing routes, 20 hiking trails in the Făgăraș Mountains, 15 hiking trails in the Iezer-Păpușa Mountains, 4 hiking trails in Piatra Craiului, and 7 hiking trails in the Leaota Mountains [7]. The Dâmbovița Valley and Gorges partly define the picturesque landscape of the Rucăr-Dâmbovicioara area (Photo 1), characterized by successive series of gorges. The rich vegetation, sparkling and cold waters, and the fact that some of the gorges (from Cetățeni) have been declared a natural reserve, along with the Dâmbovicioara Cave (30 km from Câmpulung), enhance the excitement of a journey through this valley [13].



Photo 2. Vidraru Dam and Lake  
Source: <https://www.infoghidromania.com/>[8].

Vidraru Lake, an accumulation lake dammed by the impressive Vidraru Dam, which is part of the Argeş Hydroelectric Power Plant, is situated between the stone walls of the gorges (166 meters high) (Photo 2). Downstream from Vidraru, a chain of lakes has been constructed, accompanied by small hydroelectric plants: Oneşti, Cerbureni, Curtea de Argeş, Zigoneni, Bascov, and Ştefăneşti [8].

In the municipality of Curtea de Argeş, you can visit the Curtea de Argeş Court Ensemble, the Curtea de Argeş Monastery Church, the Fountain of Master Manole, and the Local History Museum, as well as the ruins of the Sânt Nicolae Church (a historical monument from the late 13th century). Additionally, the county offers other anthropic tourist attractions such as: Poenari Fortress, Negru Vodă Fortress, the Corbii de Piatră, Nămăieşti, and Cotmeana Monasteries, the Mateiaş Heroes' Mausoleum (Photo 3), the Brătianu Family Mansion in Ştefăneşti, and the Goleşti Museum of Viticulture and Pomology [1], [16]



Photo 3. The Mateiaş Heroes' Mausoleum  
Source: Wikipedia [16].

In this contest, this study aims to exemplify modern techniques for promoting information about the tourism potential of the Argeş County highlighting its special attractions which to capture the attention of potential tourists and to meet their needs and desires.

## MATERIALS AND METHODS

Rural tourism occupies a distinct place in economic, social, and geographical practice, as a phenomenon that has developed over time. It has been practiced spontaneously, but recently it has expanded significantly due to several factors, such as urban expansion, increased

transportation possibilities, and, not least, the rise in the financial resources of the population. Rural tourism primarily represents an economic component of the broader tourism sector and, secondly, a part of the economic base of rural settlements. Additionally, rural tourism serves as a means of nature conservation, a method of education, and an enhancement of the quality of life for those who engage in this wonderful activity. In Romania, rural tourism was practiced for a long time in an unorganized manner, stemming from the tourists' need to find affordable accommodation with a high level of comfort. Starting in 1989, the certification and classification of these accommodation spaces were implemented, simultaneously improving the range of services. More and more villagers began opening their homes to tourists. The first forms of organized rural tourism appeared in the Rucăr-Bran area, and later ANTREC was established. The National Association for Rural, Ecological, and Cultural Tourism in Romania (ANTREC) is a non-governmental, non-profit organization founded in 1994. It is a member of Eurogites under the patronage of the European Federation of Rural Tourism [11].

Rural tourism can be classified into several categories depending on the specific characteristics of the area where tourism activities take place. This has led to the emergence of terms such as ecological tourism, cultural tourism, thematic tourism, and, notably, agritourism. While rural tourism and agritourism are two distinct concepts, they do overlap to some extent.

Promotion or advertising is the fourth and most crucial element of the marketing mix for rural tourism, with the other elements being price, market, and product, each of significant importance.

Promotion encompasses the entire range of informational tools, activities, and methods used to attract potential tourists to satisfy their needs and desires and, implicitly, achieving a significant increase in the economic efficiency of the tourism services and products offered. The complementary use of promotional techniques and tools is essential and defining for the promotional mix. The components of

the promotional mix are advertising, direct selling, public relations, and sales promotion, with advertising being the most effective component among these [2], [10].

Advertising is the primary method for promoting a region or tourism products and services. Within this framework, the following aspects can be distinguished:

-**Media Advertising** - this involves distributing information through television and radio;

-**Outdoor Advertising** - this involves creating various types of advertising panels, such as billboards and posters;

-**Direct Advertising** - this consists of distributing information via electronic mail or telephone;

-**Online Advertising** – this includes creating tourist or agritourism guides and speciality magazines [2].

### **Online Methods for Promoting Rural Tourism**

**The Internet** has its origins in 1968, when the United States government aimed to connect universities, military departments, and defense agencies to facilitate collaboration on joint research projects. Today, the Internet is not only a very fast way to send emails but also a platform for socializing, acquiring information on a wide range of topics of interest, viewing and downloading high-quality films and music, and promoting various goods, services, or even regions, villages, and cities to increase their visibility and generate new revenue. The fundamental principle of the Internet's operation is based on the idea that two or more computers can communicate with each other. For this to be possible, it is essential to have a protocol or set of standards that each computer must follow to enable the exchange of information.

**A Website** refers to a collection of web pages that are accessible to anyone via the Internet. These pages usually share a common theme and are connected through hyperlinks. Websites can be created and managed by any entity, including companies, user networks, individual persons, or public institutions. The creation of web pages is typically done using HTML, or HyperText Markup Language. This language is designed to format and present information in a structured manner [17].

The concept of online promotion is increasingly utilized today and can be conducted through various means such as search engines, email, social networks, forums, blogs, and even by listing in specialized directories.

**Search engines** are essentially web pages created out of the need to organize and make the information available on the Internet more accessible. They index millions of other pages on the World Wide Web. When an individual searches for information on a particular topic and types in a keyword or phrase, the search engine scans its entire database of previously indexed pages. It then returns a list of pages considered most relevant to the search query.

**Email** is another effective method of online promotion, involving the sending of electronic messages to potential tourists to promote a specific website or other related content.

**Social networks** are also web pages where individuals can create accounts for socializing. However, in recent times, they have increasingly been used by various companies for promotional purposes. The most popular social networks currently are Facebook, Instagram, and X (former Twitter).

**Forums and blogs** are also excellent methods of promotion. A forum is an online discussion page where individuals can engage in conversations on specific topics. A blog, like a forum, is a web page that features articles on various subjects. It is frequently updated and can serve either as a personal journal or a promotional tool. One of the most well-known blogging platforms is WordPress.

**Directories** are web pages or portals specialized in certain fields such as medicine, tourism, the automotive industry, economics, etc. Listing in specialized directories can be done in exchange for a subscription fee, which may vary based on the listing options. Listings can be basic or placed in special categories, and there is also the possibility of customizing the web page entry by adding a personalized logo.

## **RESULTS AND DISCUSSIONS**

### **Creating a website to promote rural tourism in Nușoara**

The commune of Nușoara is located in the Subcarpathian area of the Southern

Carpathians, at the foot of the Făgăraș Mountains, on the upper course of the Doamnei River, in the northern part of the county, bordering Brașov County. All the valleys originating within the territory of Nucșoara commune are tributaries of the Doamnei River. The Doamnei River springs from the southern slopes of the Făgăraș Mountains. Upon reaching the village of Slatina, at a point known as “Gura Cernatului,” it meets one of its main tributaries, the Cernatul River. The Cernatul River originates from beneath the Malita Peak (2,247 m) and flows through numerous waterfalls before joining the Doamnei River [12].

A multitude of beautiful lakes can be found in the hilly area of the commune, as follows:

-Vulpoaia Lake - which is located in the village of SbogHITEȘTI at a place known as “La Vulpoaia”. This lake is surrounded by fir trees and is home to fish species such as the crucian carp and the minnow.

- “La Ferma” Lake - which is situated near the village of Slatina, at a location with the same name. This lake hosts the following types of fish: crucian carp, minnow, and common carp.

-In the commune, there are also several artificial lakes, created by the locals to have fish nearby. Two of these are located in the village of Nucșoara, at a place known as “La Măgura.” The most interesting is the lake in the village of Slatina, situated on the property of the Jubleanu Elena (Motor) family. This lake is stocked with fish and, being located in an exceptionally beautiful area, serves as an attraction for nature enthusiasts and fishermen.

-The most beautiful lake in the Nucșoara commune is “Învârțita” Lake (Photo 4) which is the only tectonic lake in the country [20].

In this area, we also find the natural reserves Pădurea Iedu-Cernat and the Iezer Natural Reservation. Pădurea Iedu-Cernat extends over 327 hectares and is managed by the Domnești Forest District. It is a beech forest located in the Nucșoara depression, within the basin of the Cernat River (a tributary of the Doamnei River). The reserve features a beech forest with the appearance of an ancient woodland, a lush, wild, and productive vegetation island that impresses with its majesty.



Photo 4. Învârțita Lake

Source: <https://zigzagprinromania.com/>[20].

The Iezer Natural Reservation covers approximately 300 hectares and is located in the Iezer-Păpușa massif. Access can be made via the Rucăr-Bran corridor or from the Făgăraș Mountains, crossing the Cremenii Peaks and the Ateneului Cross. The reservation includes the glacial valleys of Călțun and Iezer, as well as the Iezerul Mare Peak. It also encompasses Lake Iezer, which has an area of 8 hectares, with oligotrophic marshes along its shores that suggest the past existence of former wetlands and small ponds, where various moss species create a charming carpet. Notable plant species found here include mountain peony, alpine carnation, rooster's foot, mountain thyme, and many others [14], [15].

In this work, we have chosen to promote agrotourism in Nucșoara through the Internet, via a website. In addition to the “Homepage,” the website also features the pages “Visit Nucșoara,” “Accommodation,” “Nucșoara Tour Offer,” and “Contact.” These pages are designed to provide visitors with the necessary information to encourage them to visit the commune of Nucșoara and its surroundings.

#### ***The stages of website creation***

The services offered by the WordPress platform are complemented by the free services provided by the Webnode extension. Webnode is a surprisingly easy-to-use website creation platform. It doesn't matter if you need a professional site for a company, an attractive portfolio, or an easily manageable online store—Webnode provides the perfect platform to create your website as you want it. Using Webnode, we can easily create websites without needing the services of designers or programmers. You simply choose one of the

platform's templates and customize it in just a few minutes. The system is constantly improved and new features are developed to provide all the tools a person needs to create the perfect website—automatically generating a smart URL and sitemap.

WordPress is an open-source platform that describes the practice of producing or developing certain products, allowing users to freely engage in the production or development process for publishing blogs (Photo 5). The WordPress platform is written in PHP, used for managing databases in the MySQL system, and features a template system written in HTML and CSS. Its focus on aesthetics, web standards, and ease of use make it the number one choice among journalists, writers, and ordinary bloggers. Additionally, being available for free (as free software) allows for its free distribution and customization according to individual preferences.



Photo 5. The Official WordPress Website  
Source: www.wordpress.ro [18].

The first step was downloading the application from the XAMPP server, from the official page, for the Windows operating system. The next step involved downloading WordPress from the official application page. The major advantages presented by WordPress are its simplicity, numerous plugins, and themes created by the internet community. A plugin is a program integrated into another base program to perform specific new functions or to extend or modify existing ones [19].

Next, XAMPP (Photo 6) was installed in the folder c:\xampp, where the Apache and MySQL services were selected. The Apache HTTP Server Project is an effort to develop and maintain an open-source HTTP server for modern operating systems, including UNIX and Windows. This project aims to provide a secure, efficient, and extensible server that

ensures synchronization of HTTP services with current HTTP standards. Through any browser (Internet Explorer, Mozilla Firefox, Chrome, Safari, Opera, etc.), the local address "localhost" is accessed.

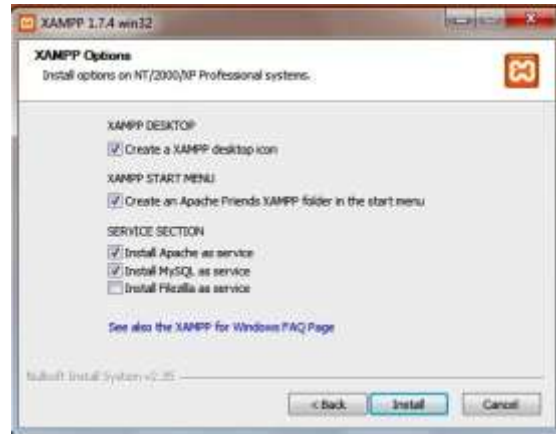


Photo 6. The XAMPP Website  
Source: www.xampp.org [19].

The next step was installing WordPress, and the steps are presented below:

- extract the wordpress.zip file, which was downloaded previously.;
- copy the extracted "WordPress" folder to c:\xampp\htdocs\.;
- rename the "WordPress" folder to "Comuna Nucsoara" to specify its content.

The next step was to access the page "localhost/phpmyadmin" (in a separate browser window), where a new database was created so that WordPress could store the data for the site I was going to create. The database was aptly named "Comuna Nucsoara".

In the next step, I returned and configured WordPress to access the newly created database at "localhost/Comuna Nucsoara". Then, there were completed the details for the database name: username, password (for MySQL), database address (localhost), and table prefix (leaving it as the default: "wp\_"). Following this, the initial site settings were made:

- site name: "Comuna Nucsoara";
- WordPress admin username: "admin";
- password;
- email for password recovery: "cristianciobanica@gmail.com" (created previously);
- under "private" I deselected "Allow my site to appear in search engines..." because this is a

demonstration site, and I do not currently want search engines such as Google, Bing, or Yahoo! to index its content.

The WordPress admin page allows for the creation and customization of the newly created site. From here, we can personalize the appearance of the site (colors, fonts, sizes), add, modify, or delete information pages, and maintain an integrated blog where we can post news, offers, and other information. Additionally, we have the option to customize the site menu, add images to pages or posts, and insert or set themes and add-ons (components installed later for the site's functionality) to enhance the user experience. The site design is represented by the layout and division on the page (header, footer, menu, etc.), the fonts used, colors, and overall dimensions. The WordPress platform integrates all of these elements into what is known as a "theme." [18], [19].

**Description of the contents of the website**

The online promotion platform for Comuna Nucșoara consists of a website that includes a significant portion of the information described in the previous chapter.

The main sections (menus) of the website are:

- “Homepage”
- “Visit Nucșoara”, with the subsection “The Story of Elisabeta Rizea”
- “Accommodation”, where links to sites with information about local guesthouses have been created:
  - Carpatica Guesthouse
  - Valea Doamnei Guesthouse
  - Danvi Guesthouse
  - Villa by the Morii Valley
- “Offer a Trip to Nucșoara”
- “Contact”

These sections should be standard for any presentation website. They are intended to provide visitors with the necessary information, which should be presented in a clear and comprehensible manner.

Homepage – this is the main page, which includes a series of general information about the tourist area of Nucșoara, located in the northern part of Argeș County (Photo 7).



Photo 7. Website’s homepage  
 Source: Own contribution.

“Visit Nucșoara” Section: The second section presents several stunning landscapes and reasons to visit Nucșoara ( Photo 8 and 9).



Photo 8. “Visit Nucșoara” Section  
 Source: Own contribution.



Photo 9. “Visit Nucșoara” Section  
 Source: Own contribution.

Within the “Visit Nucșoara” Section, a subsection titled “The Story of Elisabeta Rizea” has been created. Elisabeta Rizea (1912-2003) from Nucșoara (Photo 10) is a symbol of the Romanian woman who fought against communism. In the anti-communist resistance group centered in Nucșoara, many residents from neighboring villages were drawn in, convinced by the calamities that the Bolsheviks would bring, while also hoping for Western assistance. What now seems like naivety was, at that time, desperation. In 1949, the arrests of the "haiduci" (outlaws) began,

and those who remained free lived hidden in huts, on hills, and in the mountains. The Security forces sent so many people to Nucșoara and its surroundings that there were more security officers than residents. Elisabeta was arrested, interrogated, beaten, and tortured, and then imprisoned, but she did not reveal any secrets. After her initial release, she continued to help those who still opposed communism.



Photo 10. Subsection “The Story of Elisabeta Rizea”  
 Source: Own contribution.

The story of this woman and those who sacrificed themselves opposing the Bolshevik regime was first revealed in 1992, when she gave an interview to Lucia Hossu-Longin for the series “Memorialul durerii” (The Memorial of Suffering). She was visited in Nucșoara by former President Emil Constantinescu and the royal family. She had also known former King Michael I from childhood when he had attended a gathering in the village [5].

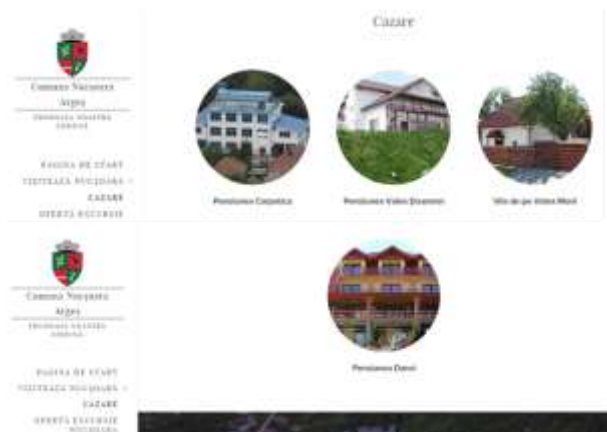


Photo 11. “Accommodation” Section  
 Source: Own contribution

In the “Accommodation” section (Photo 11), several lodging options operating within the territory of Comuna Nucșoara are displayed. Four such establishments are featured: Carpatica Guesthouse, Valea Doamnei

Guesthouse, Villa by the Morii Valley, and Danvi Guesthouse. Each is represented by symbolic imagery with an attached link to other websites that promote their tourist activities and provide additional information for interested parties.



Photo 12. “Offer” Section  
 Source: Own contribution.

“Offer” Section (Photo 12). This section presents a tourist offer of 4 nights at Carpatica Guesthouse for an individual or a group of up to 28 people. The 5-day excursion is detailed with the itinerary and the places to be visited. Reservations can be made at the bottom of the page by completing a form or through the guesthouse’s website (Photo 13).



Photo 13. Online Booking Form for the Stay  
 Source: Own contribution.

The final section of the website is titled “Contact” (Photo 14). This last page contains a list of contact information, including an email



address, a phone number, and a Google map of Comuna Nucșoara.

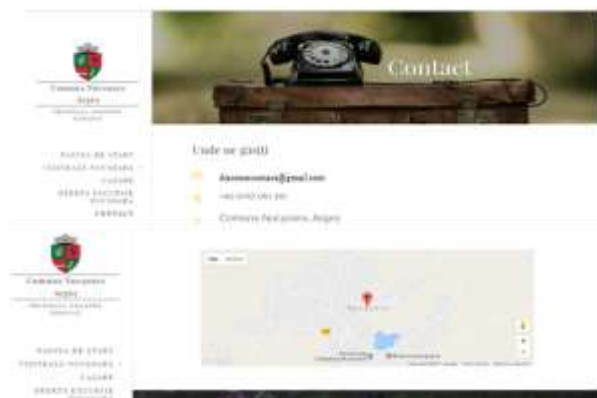


Photo 14. "Contact" Section  
Source: Own contribution.

In a modest attempt to promote tourism in Argeș County, we have chosen to conduct a study on the locality of Nucșoara, with the following arguments:

Nucșoara excels in both its exceptional natural beauty and its historical past.

The villages of Comuna Nucșoara are situated in a transitional area, linking not only the hill-mountain and mountain-hill regions but also socially and historically between Transylvania and Muntenia, and vice versa. This offers the opportunity to distinguish the language, customs, and traditional attire of the Transylvanian locals from those in Wallachia. Nothing has altered the dignity, love for the homeland, and ancestral customs of the inhabitants of Nucșoara, preserving the authenticity of the place.

The numerous marked mountain trails and the low levels of pollution in the air, water, and soil make Nucșoara an oasis of relaxation. Additionally, there are marked mountain trails with high difficulty levels for thrill-seekers.

We have chosen to analyze a modern technique for the online promotion of Comuna Nucșoara to increase its visibility, as the internet is a widely spreading and rapidly expanding medium [14].

## CONCLUSIONS

As an element of the marketing mix, promotion is viewed as a means to acquire new customers, inform, and persuade. A company needs to make known and remind both current and

potential customers of the advantages offered by its products and services (benefits such as product quality, an attractive price, warranty, after-sales services, etc., should be communicated to current and potential customers). To achieve maximum communication impact, the promotional mix must be effectively synchronized with all components of the marketing mix.

Among all the commercial communication methods used in practice by companies, advertising has been the most studied; numerous methods and techniques have been developed for it; more than in any other field, intuition and creative talent play an essential role here. Advertising has been and is most frequently viewed as a means to enhance sales, bring products manufactured in series out of anonymity, and as an indispensable tool for new retail systems. A characteristic of advertising is its ability to establish a certain connection between a producer/seller and a distant buyer. This would not have been possible without the decisive contribution of the media.

To better capitalize on the reception structures in Argeș County, more intense promotion through various advertising campaigns is necessary, by providing materials that highlight the strengths of this area and influence both Romanian and foreign tourists to visit these lands. Although Argeș County is of medium size and its natural tourist framework is elevated, it lacks the proper exploitation of its tourist potential, showing a lack of interest in this field, and it has not been utilized to its true value. It can be said that in the development of tourism in Argeș County, the accommodation component must be primarily considered, as it is essential to meet the increasingly varied demands of clients.

It is well-known that recently we spend more time in the virtual world than in the real one, as we socialize with people online and seek information and data about things that interest us also online. Nowadays, there are very few people who do not choose to search for certain information via the internet. Consequently, large companies have also chosen to promote their products and services in the virtual world,

where there are numerous advantages, including:

-The online environment represents an easily accessible and increasingly rapidly used medium.

-Advertising messages can be much more complex. They can include a range of images, sounds, and even small video presentations.- The space for promotion is unlimited.

-The online environment is the perfect research tool. It can accurately measure how many people have accessed certain information available on a web page and can suggest other web pages with similar content to the user.

-Through the internet, the consumer not only sees the advertisement but can also interact with other people to obtain information about a topic accessed—whether it be a product, service, or a particular region, county, tourist trails, tourist attractions, etc.

-Online promotion is significantly cheaper and more accessible, quickly reaching a very large audience share.

We believe that currently the best method of promotion is achieved through the internet due to its low costs and high accessibility, as well as the possibilities for interacting with website visitors to obtain information about their interests, to subsequently make improvements to the website.

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