



TOURISM AND THE PHENOMENON OF FAKE NEWS

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Abstract: Misinformation represents any kind of intervention over the basic principles of a communication process, intervention that seeks to create a false reality that is so convincing that the adversary of it can consider it true. Everyday people become actors, martyrs, and many times volunteers of this phenomenon, as they are misinformed and they spread the misinformation themselves after.

Introduction

An factor that influences the tourism industry is the content generated by users and posted on social networks.

In addition to the high speed of online news transmission and the low barrier in creating it, several other factors have contributed to the rapid spread of fake news today:

- social platforms tend to promote controversial articles often ignoring the veracity of the content but at the same time making sure that the fake news fits perfectly with the trustworthy content
- the existence of fake accounts managed by people on social media platforms allows malicious people to hide when they distort truths.

Material and method

This empirical research is based on the observation of reality and has as main purpose the creation of a complete and real picture of the current situation in which a simple false news spread in tourism can affect not only economic agents operating in that area but also the entire economy.

In order to run this empirical research, we applied a random questionnaire to a number of 100 people. I chose to use the questionnaire because it provides relevant information and is the best option for the research undertaken.

Through the questions asked I wanted to illustrate:

- how easily false news can spread in tourism;
- how difficult it is to differentiate it from real news;
- how much harm it can cause locally and nationally.

Conclusions

The internet is the place where fake news spreads the easiest. Any person can hide behind a fake account on a social network and spread news that mislead the reader.

Tourism can also suffer because of misinformation produced and any person can fall in the trap of such fake news.

In conclusion we can affirm that people when they find out about a news must research from verified sources about it. Not everything we read is real, many times the truth is blurred making us have false perceptions.

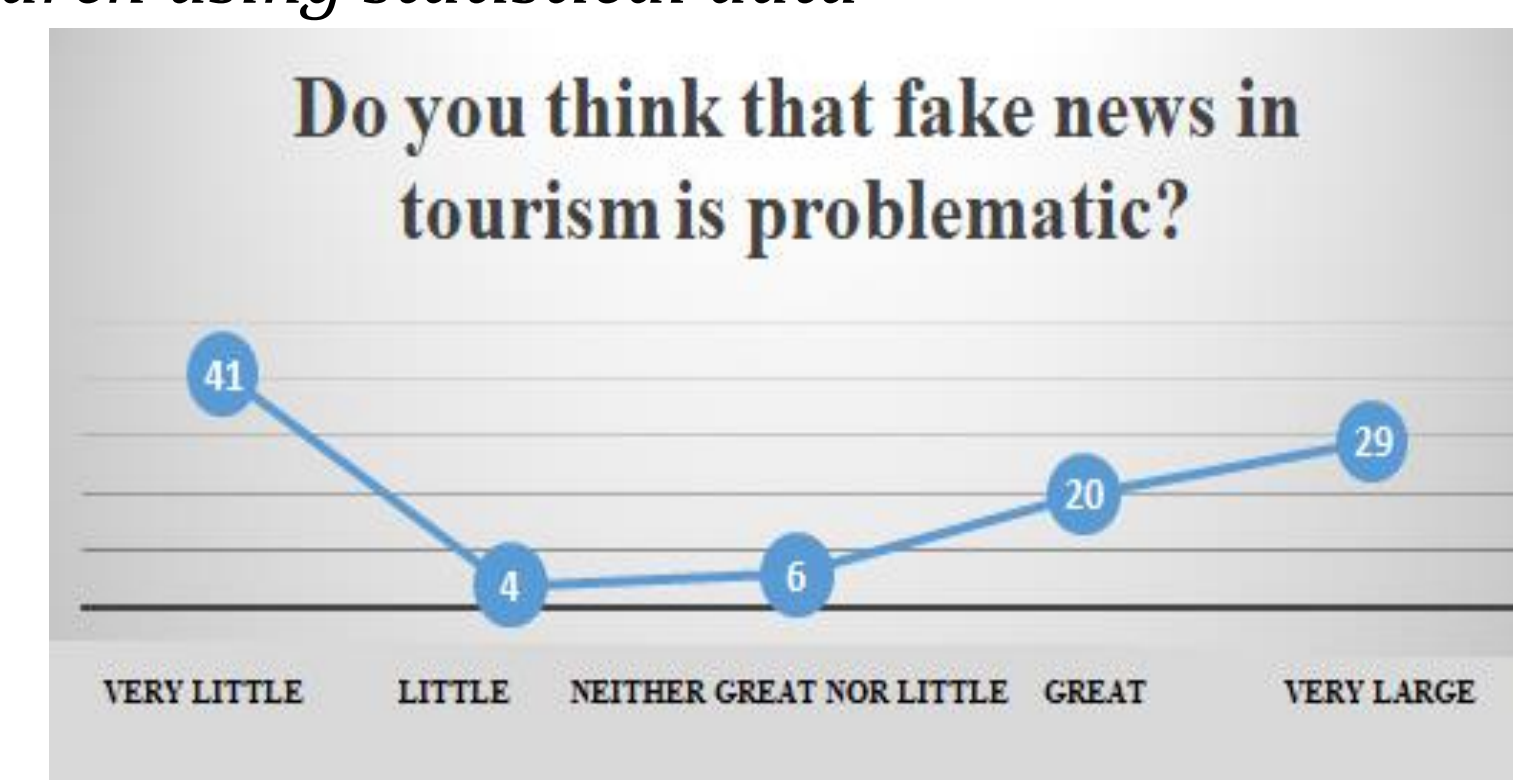
Results and discussions

The present study begins with the presentation of the sample used, we will take into consideration the number of respondents, sex and background.

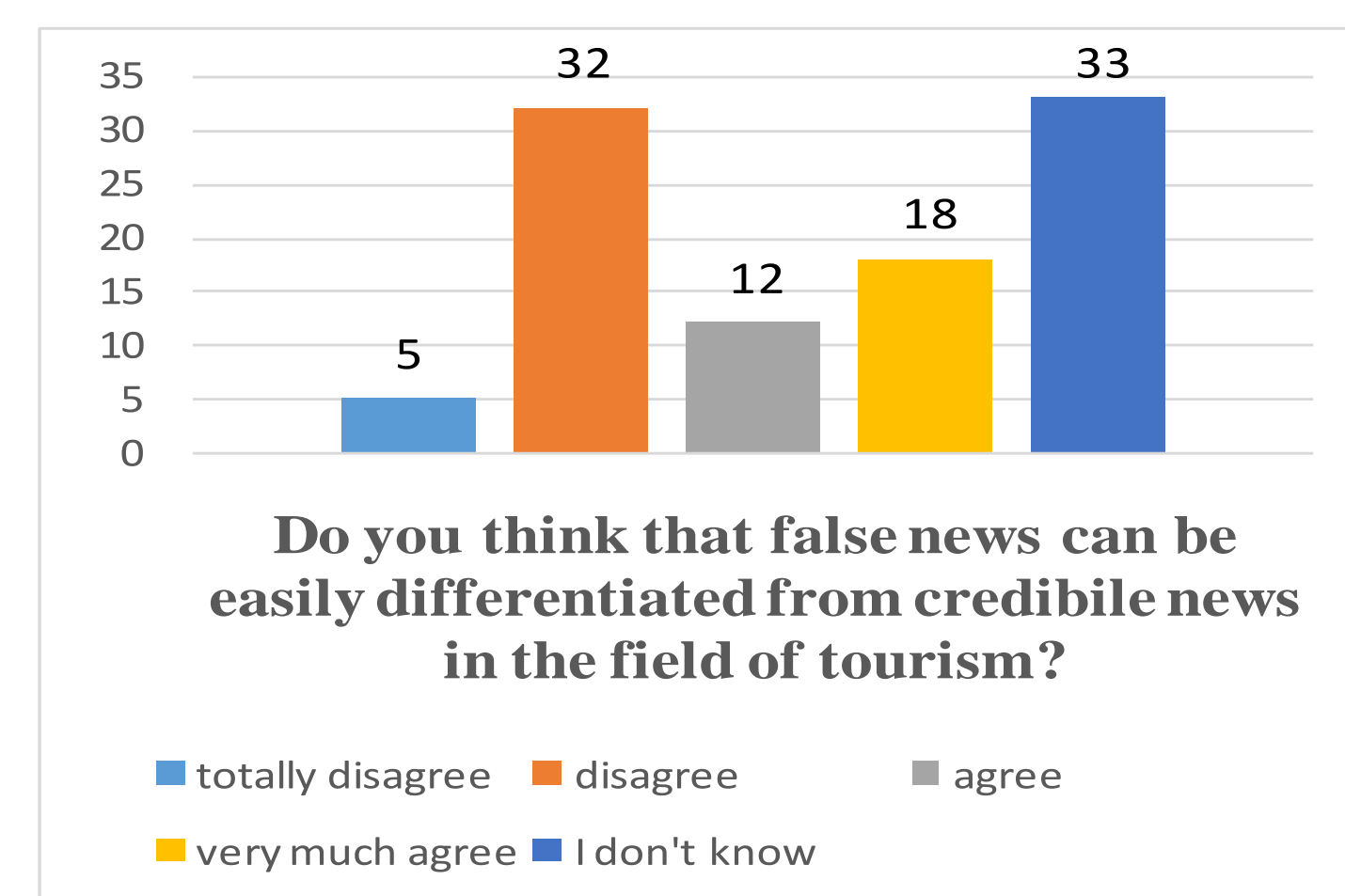
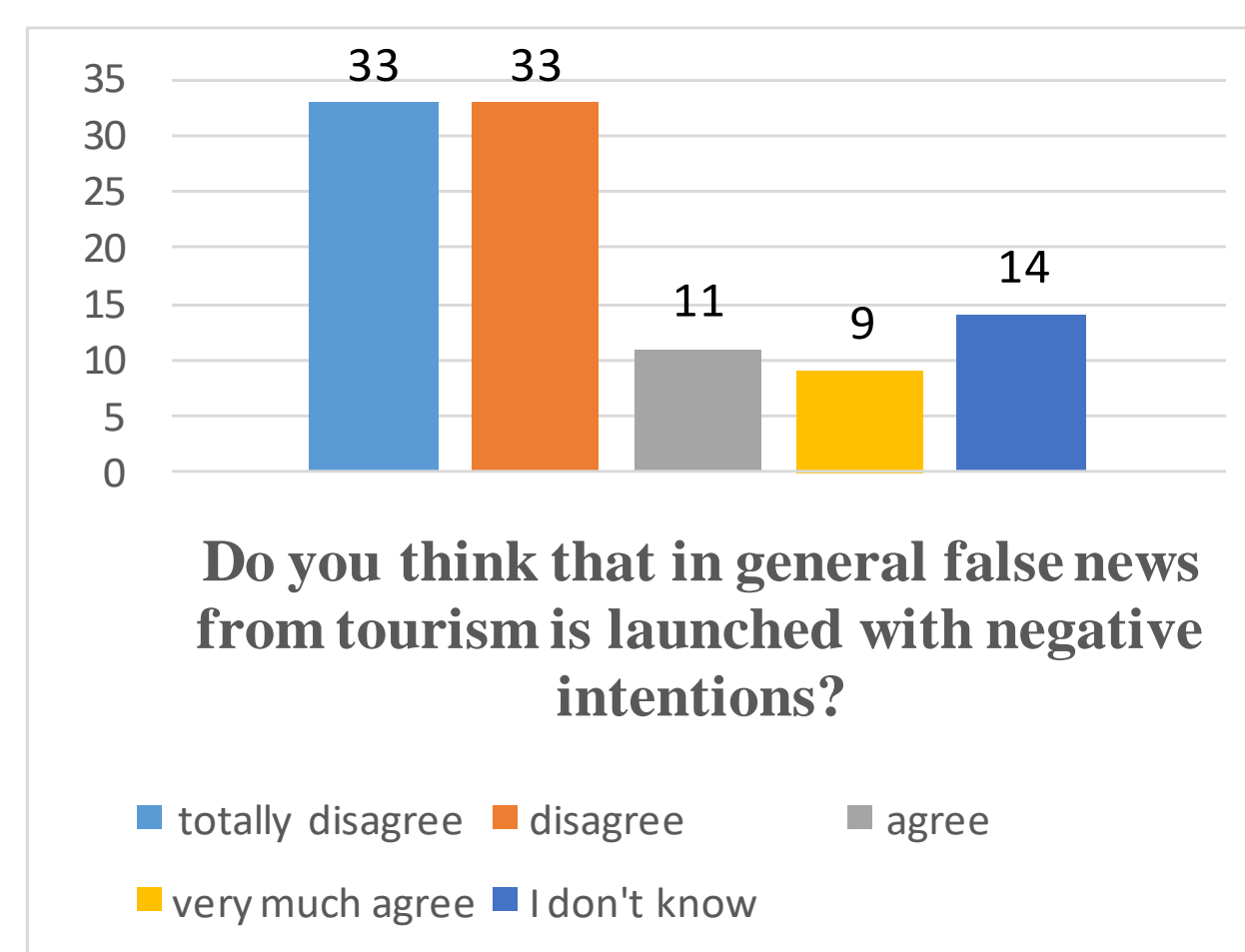
Gender	Masculine	Feminine	Background	Urban	Rural
	50	50		69	31

Source: My own research using statistical data

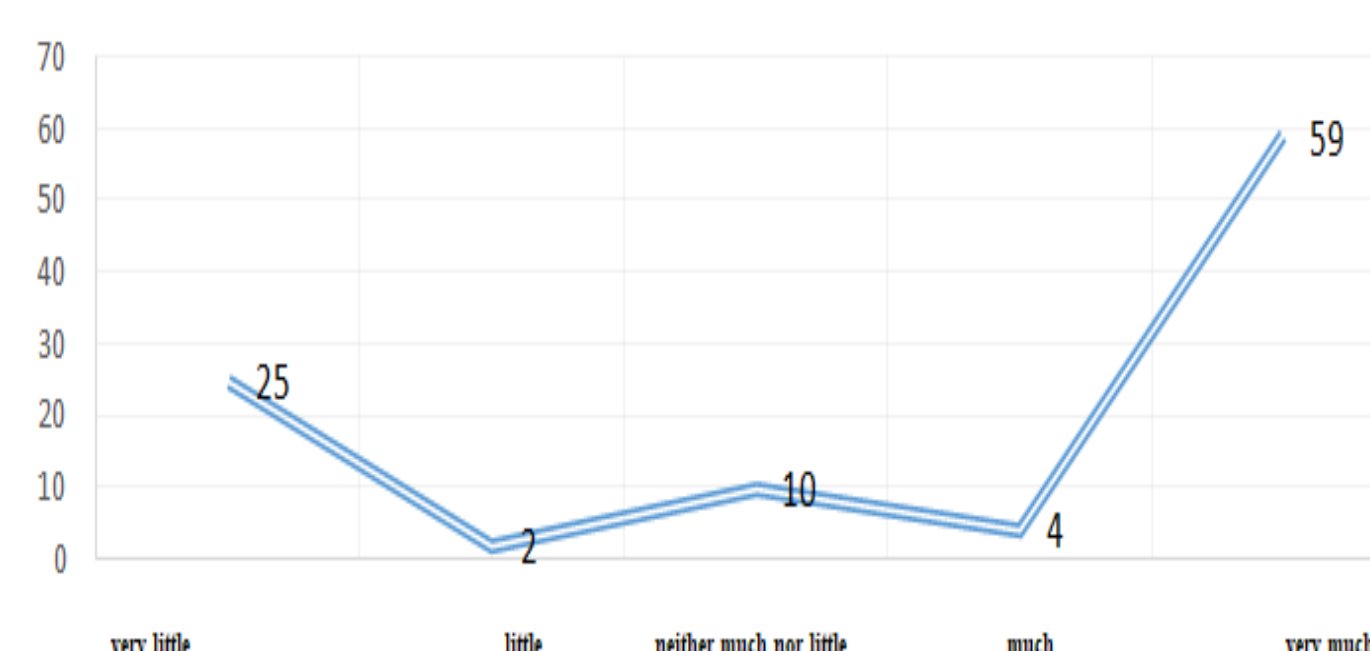
One problem that concerns us all now is that many people don't see fake news in tourism as being that much of a concern, as shown in the side figure.



Also, people think that generally fake news is not broadcast for bad intentions but at the same time they are aware that they cannot tell between fake and real news, this being due to the fact that the way in which these are presented is to win trust.



DO YOU THINK THAT FAKE NEWS IN TOURISM
CAN HAVE A PROFOUNDLY NEGATIVE EFFECT ON
THE DEGREE OF VISITS AN AREA?



Regarding the question:

Do you think that fake news in tourism can have a profoundly negative effect on the degree of visits to an area? Most respondents, namely 59, chose the option very much.