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**DIGITAL TOURISM ECOSYSTEMS: INTEGRATING
EMERGING TECHNOLOGIES, USER EXPERIENCES
AND CYBERSECURITY MEASURES**

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SYNTHESIS

This doctoral thesis explores the impact and potential of digital technologies in transforming the tourism industry, with a particular focus on cybersecurity and user experience. The research analyzes the evolution of digital tourism, from the integration of virtual and augmented reality to the implementation of artificial intelligence and digital tokens, highlighting how these innovations are redefining tourists' interactions with destinations and service providers.

Through a mixed methodology, combining theoretical analysis with qualitative and quantitative research, the thesis provides a comprehensive perspective on the challenges and opportunities brought by digitalization in tourism. The qualitative study, based on semi-structured interviews with IT professionals, reveals valuable insights regarding the implementation and future of digital tourism technologies, while the quantitative research explores tourists' perceptions and attitudes towards these emerging technologies.

The thesis makes significant contributions to the literature by identifying key factors in developing user-friendly digital tourism platforms, proposing solutions for balancing digital innovation with the authenticity of travel experiences, and analyzing the role of IT in managing mass tourism. Additionally, the research examines the implications of cybersecurity in the context of increasing personalization of tourist experiences and proposes strategies for more sustainable tourism practices through digital technologies.

Finally, the paper offers concrete recommendations for the tourism industry and policy makers, aimed at optimizing the integration of digital technologies in tourist experiences, improving data security, and promoting sustainable and inclusive digital tourism. These strategic guidelines are intended to inform the future development of digital tourism, ensuring a balance between technological innovation and preserving the authenticity of travel experiences.

Keywords: Digital tourism, Virtual reality in tourism, Augmented reality in tourism, Cybersecurity in tourism, User experience in digital travel, Artificial intelligence in tourism, Smart tourism, Personalized travel experiences, Sustainable digital tourism, Digital transformation in tourism

TABLE OF CONTENTS

INTRODUCTION	9
PART I - STATE OF KNOWLEDGE	13
CHAPTER 1 - CONCEPTUAL CLARIFICATIONS ON TOURISM DIGITAL	13
1.1. Digital tourism	13
1.1.1 General framework for the development of digital tourism.....	13
1.1.2 Conceptual approaches to digital tourism.....	14
1.1.2 Conceptual differences between classic tourism and digital tourism	18
1.2 Influencing factors of digital tourism	20
1.2.1 General factors of the emergence and development of digital tourism	22
1.2.2 Specific factors of the emergence and development of digital tourism.....	23
1.2.3 Demand trends related to digital tourism.....	25
1.3 Digitalization of tourism – forms and interpenetrations with physical tourism	28
1.3.1 Forms of tourism digitalization.....	30
1.3.2 Forms of digital tourism.....	32
1.3.3 Digitalization versus tourism	34
CHAPTER 2 - PARTICULARITIES OF DIGITAL TOURISM	38
2.1 Digital tourism as an opportunity for the hospitality industry.....	38
2.1.1 Particularities of the demand for digital tourism.....	39
2.1.2 Particularities of the offer in digital tourism	41
2.2 The process of digitizing destinations	44
2.2.1 The economic impact of digital tourism	46
2.2.2 The most popular destinations for digital tourism	50
2.2.2.1 Macro-destinations	50
2.2.2.2 Micro-destinations	51
2.2.2.3 Virtual destinations	53

2.3. Advantages of digital tourism.....	54
2.3.1 Success factors in digital tourism.....	54
2.3.2 Digital tourism in relation to real tourism.....	58
2.3.3 Digital tourism in relation to the metaverse	60
2.3.3.1 How the metaverse is changing the tourism industry	60
2.3.3.2 Potential benefits for tourism in the metaverse.....	62
CHAPTER 3 - THE DIGITAL TOURISM MARKET.....	65
3.1 The digital revolution in tourism	65
3.1.1 Digital tourism development trends	66
3.1.2. The role of virtual and augmented reality	70
3.1.3. The emergence of digital tokens in tourism.....	73
3.2 Challenges for digital tourism development.....	75
3.2.1 Digital destinations as travel solutions during the COVID-19 pandemic.....	77
3.2.2 Measuring your destination's brand through in-app assessment methods	79
3.2.3 Evolution of virtual tourism in 2019-2024	83
3.3 Virtual tourism.....	85
3.3.1 Metaverse Implementation in Tourism	88
3.3.2 Virtual travel – VR tourism	90
3.3.3 Augmented reality in tourism	91
3.3.4 Facilitating digital exhibitions.....	93
3.3.5 Virtual theme parks and other attractions	95
CHAPTER 4 - CYBERSECURITY IN DIGITAL TOURISM	97
4.1 Cybersecurity for tourists.....	97
4.1.1 Online safety tips for travelers	100
4.1.2 Protecting personal information while traveling.....	101
4.1.3 Use public Wi-Fi and stay secure.....	102
4.1.4. Keeping devices and data safe in transit	105

4.1.5 Cybersecurity measures for travellers in accommodation and public spaces	106
4.2 Cybersecurity in digital tourism	107
4.2.1 Secure Online Booking Practices	109
4.2.2 Protecting sensitive information in digital tourism	110
4.2.3 Cybersecurity measures for travel agencies and tour operators	113
4.2.4 Secure payment processing and data storage	115
4.2.5 Cybersecurity risks in digital tourism and their mitigation	117
4.2.6 Cybersecurity Practices for Digital Travel Companies	118
4.2.7 The role of artificial intelligence and machine learning in improving security in digital tourism	120
4.3 Cybersecurity in the metaverse	121
4.3.1 Cybersecurity Risks in Virtual Travel and Exploration	122
4.3.2 Protecting personal information in virtual environments	124
4.3.3 Secure authentication and access control in metaverse platforms	125
4.3.4 Cybersecurity measures for virtual reality and reality experiences Augmented	127
4.3.5 Cybersecurity Practices for Metaverse Users	129
4.3.6 The Future of Cybersecurity in the Metaverse and Virtual Travel	131
PART II – QUALITATIVE AND QUANTITATIVE RESEARCH	134
CHAPTER 5 QUALITATIVE RESEARCH ON DEVELOPMENT, IMPLEMENTATION AND FUTURE TRENDS OF DIGITAL TECHNOLOGIES IN THE TOURISM AND CYBERSECURITY	134
5.1. Research methodology	134
5.1.1. Purpose of the research	134
5.1.2. Research objectives:	135

5.1.3. Data collection method:	135
5.1.4. Interpretation of qualitative research results	137
CHAPTER 6 - QUANTITATIVE ANALYSIS OF PERCEPTIONS AND ATTITUDES	
TOURISTS TO DIGITAL TECHNOLOGIES IN TOURISM.....	177
6.1. Research methodology.....	177
6.1.1. Purpose of the research	177
6.1.2. Research objectives:.....	178
6.1.3. Defining the target group	178
6.1.4. Sampling.....	178
6.1.5. Questionnaire design.....	180
6.2. Quantitative research phase.....	183
6.2.1. Statistical description of variables	184
6.2.2. Analysis of demographic characteristics.....	184
6.2.3. Analysis of travel behaviors.....	188
6.2.4. Analysis of the degree of comfort with technology in the context of travel.....	190
6.2.5. Analysis of the use of technology in the context of travel	193
6.2.6. Analysis of the degree of familiarity with technology in the context of travel.	195
6.2.7. Analysis of the frequency of use of technology in the context of travel.....	204
6.2.8. Analysis of the perceived impact of technology in the context of travel.....	217
6.2.9. Analysis of the impact of technology on travel behaviors	229
6.2.10. Analysis of the intention to use technology in travel.....	236
CONCLUSIONS	248
BIBLIOGRAPHY	252
LIST OF ANNEXES.....	270
LIST OF TABLES	294