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## FAKE NEWS AND ITS IMPACT ON THE TOURISM INDUSTRY

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**Abstract:** In this article, the authors draw a parallel between fake news in general and fake news in tourism. Then, starting from the articles and books analyzed, they focus on four types of fake news in tourism – fake news as economic or political disinformation about the tourist destination, fake news as false advertisements for the tourist destination, fake news as manipulated reviews of the tourist destination and fake news as deepfake tourism videos about the tourist destination – specifying the content, the type of impact, the vectors of transmission, the special problems raised and the solutions to counter them.

### • Introduction

Fake news represents false or misleading information presented as legitimate news and spread rapidly through mass media and social networks. In the tourism industry, fake news appears in promotional materials, online reviews, social media posts, and deepfake videos, influencing tourists' perceptions, decisions, and trust in destinations. Furthermore, misinformation can damage the reputation of tourism businesses and destinations through false advertising, manipulated reviews, and political or economic disinformation.

### • Material and method

The material used in this study consists of various articles and books that examine the impact of fake news on the tourism industry. These sources provide valuable insights into how misinformation can influence tourists' perceptions, decisions, and overall trust in destinations. The research method employed is based on content analysis, focusing on the results and findings presented in the selected works. By systematically reviewing and interpreting this information, the study aims to identify patterns, key themes, and major effects of fake news, contributing to a deeper understanding of its implications for tourism.

### • Results and discussions

The analysis identifies four major forms of fake news in the tourism industry: economic or political misinformation, false destination advertising, manipulated reviews, and deepfake tourism videos. The findings show that these forms of disinformation influence tourists' perceptions, travel decisions, destination reputation, and tourism revenues, while spreading mainly through social media and online platforms. In addition, manipulated reviews and deepfake videos raise important ethical and credibility issues within tourism. The study also emphasizes the importance of critical thinking, trusted sources, review verification, and fact-checking as essential measures for countering tourism-related fake news.

### • Conclusions

The analysis highlights significant differences between fake news in general and fake news in the tourism industry. The findings identify four major forms of tourism-related fake news: economic or political disinformation, false destination advertising, manipulated reviews, and deepfake tourism videos. Each type has distinct impacts, transmission methods, and countermeasures. Furthermore, fake news represents a major challenge for tourism through its effects on media ethics, tourist perception and behavior, destination marketing, and tourism security and regulations.

