



TOURISM MANAGEMENT IN THE 3RD DECADE OF THE 3RD MILLENNIUM

Iasmina IOSIM¹, Diana MARIN¹, Gabriela POPESCU¹, Raul PAȘCALĂU², Anka PASCARIU¹, Cosmin SĂLĂȘAN¹, Carmen-Simona DUMITRESCU¹

¹ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania

² University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania
Corresponding author: carmendumitrescu@usvt.ro

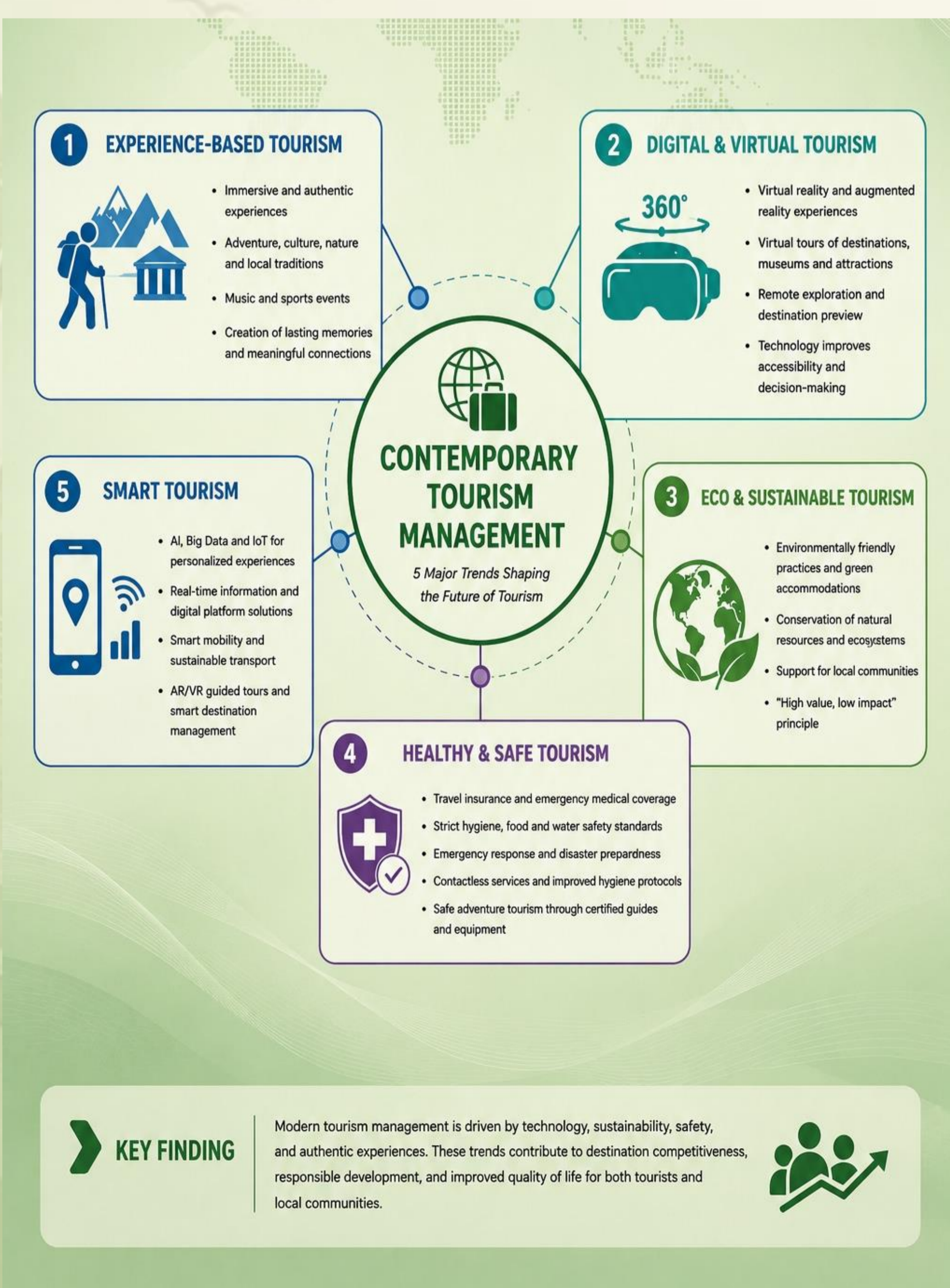
Abstract: This article examines the evolution of tourism management and highlights five major trends shaping contemporary tourism: experience-based tourism, digital and virtual tourism, eco and sustainable tourism, healthy and safe tourism, and smart tourism. The findings emphasize the growing importance of technology, sustainability, and personalized tourist experiences in improving destination competitiveness. The study concludes that modern tourism management requires innovative and customer-centered strategies.

• Introduction

Tourism management represents the process of planning, organizing, and coordinating tourism activities in order to ensure sustainable development, tourist satisfaction, and destination competitiveness. It plays an important role in balancing economic growth with cultural and environmental conservation through the collaboration between tourism businesses, government institutions, and local communities. Contemporary tourism management is increasingly influenced by experience-based tourism, digitalization, sustainability, safety, and smart technologies such as artificial intelligence, big data, and the Internet of Things, which contribute to more personalized and efficient tourism services.

• Material and method

The material used in this study consists of articles and books about tourism management in the 3rd decade of the 3rd millennium, and the research method consists of content analysis of the results presented in this research.



• Results and discussions

The analysis highlights five major trends shaping contemporary tourism management: experience-based tourism, digital and virtual tourism, eco and sustainable tourism, healthy and safe tourism, and smart tourism. The findings show that tourists increasingly seek authentic, immersive, and personalized experiences, while technology plays a major role in improving accessibility, communication, and travel planning through virtual reality, artificial intelligence, and digital platforms. At the same time, sustainability and safety have become essential priorities, encouraging environmentally responsible practices, eco-friendly infrastructure, and stricter health and hygiene standards. The results also emphasize that smart tourism contributes to more efficient, innovative, and customer-centered tourism services and destination management.

• Conclusions

The analysis of the studied literature highlights five major types of tourism shaping contemporary tourism management: experience-based tourism, digital and virtual tourism, eco and sustainable tourism, healthy and safe tourism, and smart tourism. The findings show that technology strongly influences digital, virtual, and smart tourism, while sustainability and environmental responsibility are essential elements of eco and healthy tourism. Furthermore, experiential tourism reflects the growing importance of authenticity and psychological engagement in modern travel experiences.