

## RESEARCH REGARDING HIGHLIGHTING THE PREFERENCES OF TOURISM CONSUMERS. CASE STUDY TRASTEVERE AREA

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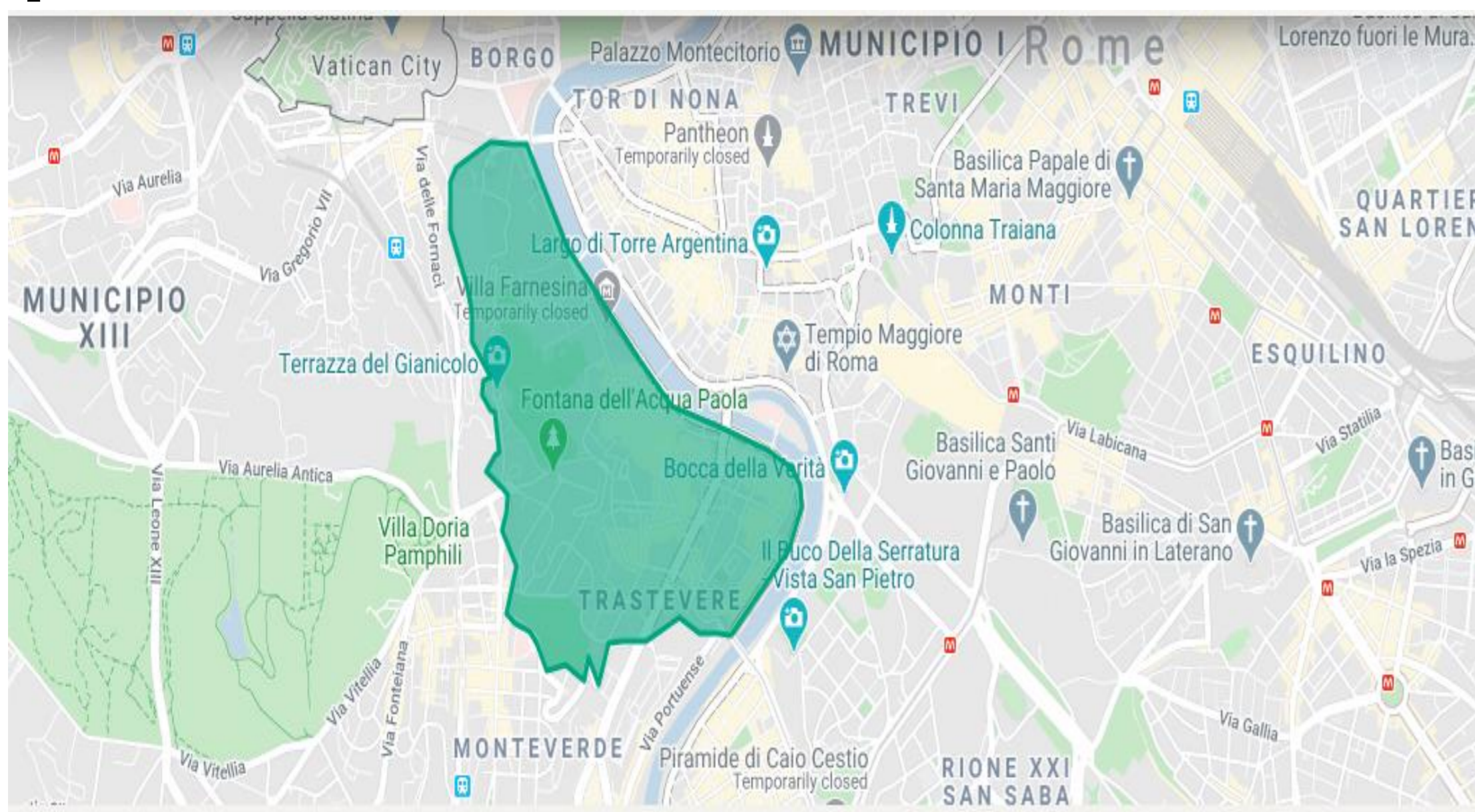
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**Abstract:** *Trastevere is one of the most beautiful areas of Rome. The area attracted over time artists, personalities and is a charming place to explore, far from the agglomeration of the center of Rome. The purpose of this research is to highlight an exceptional tourist area, namely the Trastevere area from Italy, exemplifying and describing for this purpose a series of resources significant to the area, and at the same time carrying out a relevant analysis of these resources, starting from tourists' opinion regarding tourist sites.*

### • Introduction

• Trastevere is one of the bohemian districts of Rome, with a special picturesqueness and charm, being representative in the eyes of tourists due to the many tourist resources at its disposal. In order to highlight the analysis undertaken on this area, we took into account one of the most representative tourist sites, namely [www.tripadvisor.com](http://www.tripadvisor.com).

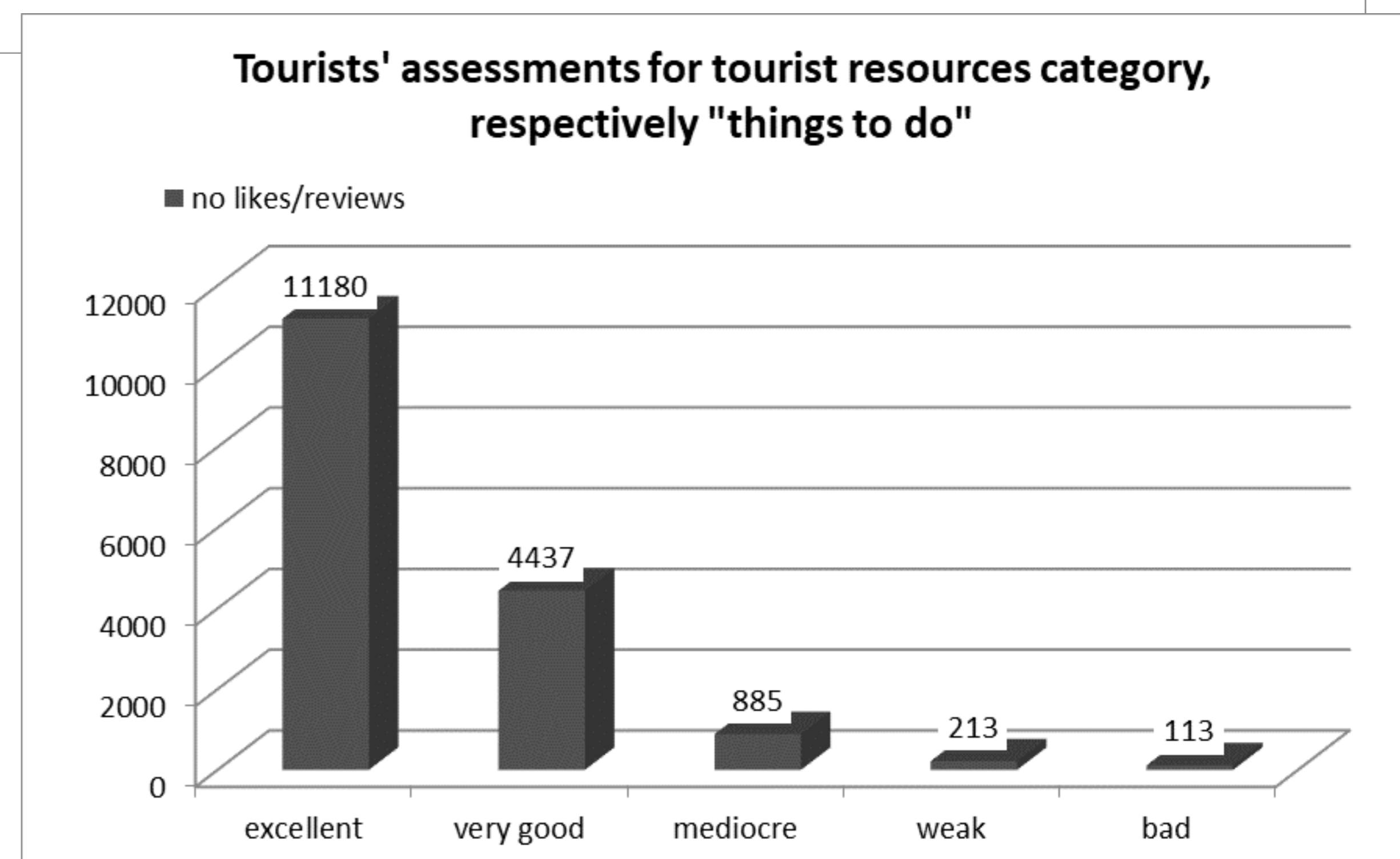
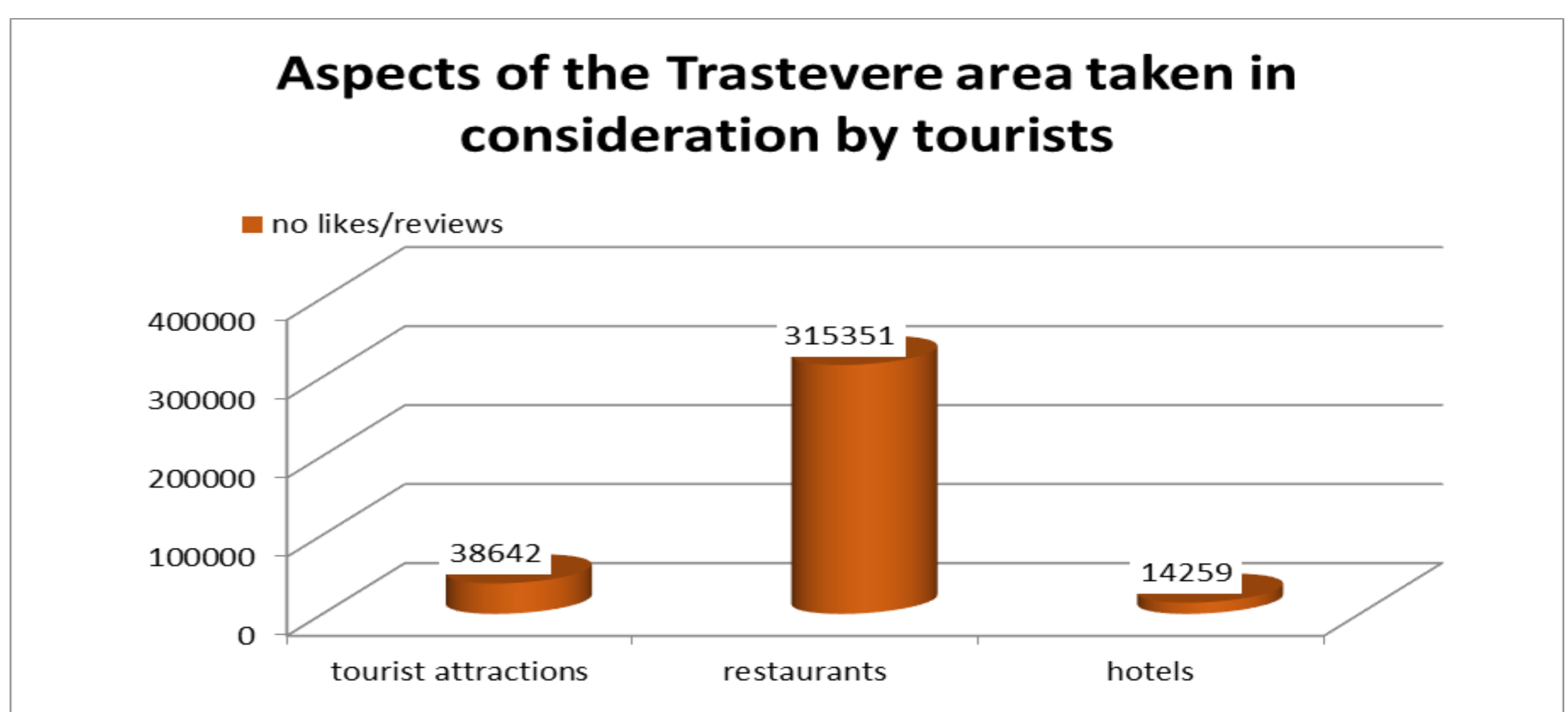
• At the level of 2020, the year of our research, on the site considered as the basis of the research, in general, 221 tourist attractions are taken into account, with 38,642 reviews, 477 restaurants, with a number of 315,351 reviews, 31 hotels, which were appreciated by 14,259 tourists, in total registering a number of 384,225 reviews and opinions.



### • Material and method

- The research directions undertaken in order to achieve the established objective refer to:
  - - Presentation of tourist opportunities within the Trastevere area;
  - - Highlighting the tourist attractions from Trastevere area considered by tourists to be representative.
  - As a study method was used the case study method.

### Results and discussions



### • Conclusion

- At the level of 2020, the year of the undertaking of our research, on the site considered as the basis of the research, in general, 221 tourist attractions are taken into account, with 38,642 reviews, 477 restaurants, with a number of 315,351 reviews, 31 hotels, which were appreciated by 14,259 tourists, in total registering a number of 384,225 reviews and opinions. Regarding the category of tourist resources, namely "things to do", on the website we find a number of 16,828 reviews, more than 70% of which are excellent. However, there are also some bad and weak reviews, 326 in number.

