

WEBSITES COMPARISON ANALYSIS OF PROJECTS FUNDED FROM REGIONAL OPERATIONAL PROGRAM DESTINATED TO THE REGIONS OF DEVELOPMENT IN ROMANIA WEST CENTRAL

*Ivona Stoica¹
Gheorghe Orzan²
Andra Dobrescu³
Anamaria Cătălina Radu⁴
Manoela Popescu⁵*

ABSTRACT: European projects are designed to improve the work developed in the country and brings a great contribution to its growth. In tourism, these have a particular importance especially due to the results of implementation. To facilitate communication for getting access to European Funds in the tourism branch, very often are used various tools and web technologies. By using online tools and web technologies, the beneficiaries are able to communicate in real-time with those delegates who are responsible and to find out novelties that appear in this area. The purpose of this paper is to emphasize how they are build, in terms of marketing activity, existing websites for the developing regions of the Central-West side Romania (development regions: North West, South West, West and Central) through which beneficiaries are able to gather information on the projects that were carried out, ongoing projects or can be run. These websites are managed by Regional Development Agencies existing in each region in part.

Keywords: website analysis, online marketing communication, regional development, european funds, tourism.

JEL Codes: C12, C18, C31, C83, M31, I10.

¹ „Dimitrie Cantemir” Christian University, *ivonas@ase.ro*

² Bucharest University of Economic Studies, *orzang@ase.ro*

³ Bucharest University of Economic Studies, *andra.dobrescu29@yahoo.com*

⁴ Bucharest University of Economic Studies, *anamaria_radu15@yahoo.com*

⁵ „Dimitrie Cantemir” Christian University, *manoela.popescu@gmail.com*