

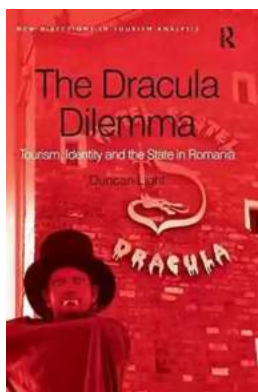
Tourism Identity And The State In Romania: New Directions In Tourism Analysis

Romania, a country rich in history and natural beauty, has long been a popular destination for tourists seeking to explore its vast landscapes and immerse themselves in its vibrant culture. Over the years, Romania has witnessed a transformation in its tourism industry, with the state playing a significant role in shaping the country's tourism identity.

The Importance of Tourism Identity

Tourism identity refers to the unique characteristics and cultural heritage of a destination that attracts tourists. It encompasses a variety of elements, such as historical landmarks, traditional customs, local cuisine, and natural wonders. By developing a strong tourism identity, a country can differentiate itself from competitors, attracting a specific target audience and boosting economic growth.

In the case of Romania, the country's tourism identity has evolved over time, influenced by both internal and external factors. The state has played a crucial role in defining and promoting Romania's distinctive tourism identity, focusing on its rich history, medieval castles, scenic landscapes, and diverse cultural heritage.



The Dracula Dilemma: Tourism, Identity and the State in Romania (New Directions in Tourism Analysis) by Duncan Light(1st Edition, Kindle Edition)

★★★★★ 5 out of 5

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Enhanced typesetting : Enabled

Word Wise : Enabled
Print length : 191 pages



The Role of the State in Shaping Tourism Identity

The Romanian government has recognized the potential of tourism as an economic driver and has implemented various policies and strategies to enhance the country's tourism sector. The state has actively contributed to the preservation and promotion of Romania's cultural heritage, investing in the restoration of historical sites and supporting cultural festivals and events that showcase the country's traditions and customs.

One of the most iconic symbols of Romania's tourism identity is Bran Castle, often associated with the legendary character of Dracula. The state has capitalized on this association, promoting the castle as a major tourist attraction and investing in infrastructure improvements to accommodate the growing number of visitors. Similarly, the state has also focused on developing ecotourism activities, highlighting the country's natural beauty through national parks and protected areas.

New Directions in Tourism Analysis

As the tourism industry continues to evolve, new directions in tourism analysis have emerged to better understand and address the changing needs and preferences of tourists. Traditional analysis methods, such as market research and visitor surveys, are now complemented by innovative approaches, including social media monitoring and big data analysis.

Social media platforms have become invaluable tools for studying tourist behavior, preferences, and trends. By analyzing user-generated content and online conversations, researchers can gain insights into the factors that influence destination choices, the impact of word-of-mouth recommendations, and emerging tourism patterns.

Big data analysis has also revolutionized the field of tourism analysis. By collecting and analyzing large sets of data, researchers can identify patterns, predict tourist flows, and make data-driven decisions. This approach provides valuable information for policymakers and businesses, aiding them in shaping marketing strategies, improving infrastructure, and enhancing visitor experiences.

Romania's tourism identity has undergone significant changes driven by the state's efforts to showcase the country's historical and cultural treasures. The government's investment in preserving and promoting Romania's heritage has contributed to attracting tourists from around the world and boosting the economy.

Furthermore, the emergence of new directions in tourism analysis has provided researchers and policymakers with innovative tools to better understand tourist behavior and tailor their strategies accordingly. By leveraging social media and big data analysis, Romania can continue to shape its tourism identity and improve its competitiveness in the global tourism market.

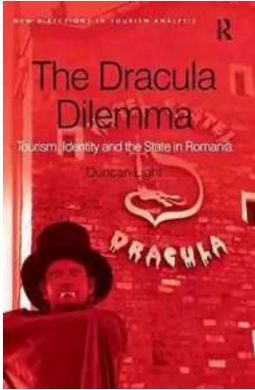
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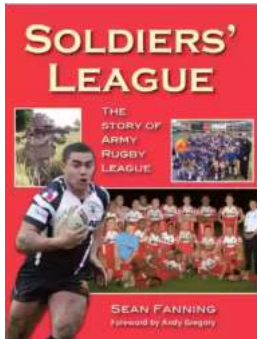


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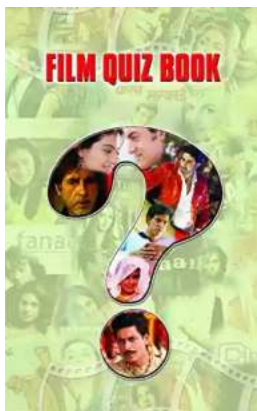
For many in the West, Romania is synonymous with Count Dracula. Since the publication of Bram Stoker's famous novel in 1897 Transylvania (and by extension, Romania) has become inseparable in the Western imagination with Dracula, vampires and the supernatural. Moreover, since the late 1960s Western tourists have travelled to Transylvania on their own searches for the literary and supernatural roots of the Dracula myth. Such 'Dracula tourism' presents Romania with a dilemma. On one hand, Dracula is Romania's unique selling point and has considerable potential to be exploited for economic gain. On the other hand, the whole notion of vampires and the supernatural is starkly at odds with Romania's self-image as a modern, developed, European state. This book examines the way that Romania has negotiated Dracula tourism over the past four decades. During the communist period (up to 1989) the Romanian state did almost nothing to encourage such tourism but reluctantly tolerated it. However, some discrete local initiatives were developed to cater for Dracula enthusiasts that operated at the margins of legality in a communist state. In the post-communist period (after 1989) any attempt to censor Dracula has disappeared and the private sector in Romania has been swift to exploit the commercial possibilities of the Count. However, the Romanian state remains ambivalent about Dracula and continues

to be reluctant to encourage or promote Dracula tourism. As such Romania's dilemma with Dracula remains unresolved.



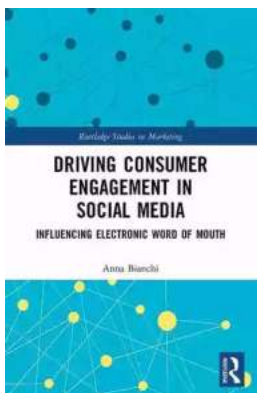
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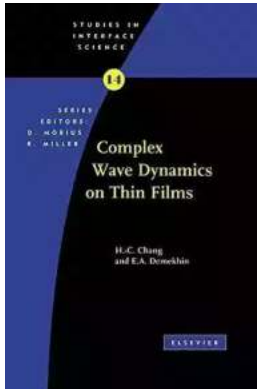
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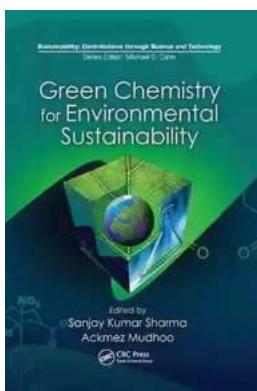
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