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Nota di contenuto	Cover; Contents; List of Figures and Tables; List of Abbreviations; Introduction; 1 Tourism, Identity and Popular Culture; 2 The Dracula of Literature; 3 The Historical Dracula; 4 Dracula Tourism in Socialist Romania; 6 Dracula and Tourism in Post-socialist Romania; 7 'Dracula Park'; 8 Conclusions; References; Index
Sommario/riassunto	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.