

# ROMANIA: THE COUNTRY OF DRACULA?



Although Romanian tourism minister does not want Dracula to be the main tourism brand of Romania, the country still capitalizes on it. According to the minister there are also other places in Romania worth seeing besides those associated with the famous vampire of Bram Stokers.

Many people know very little about Romania but quite a lot of them would remember the story of Dracula. This vampire is perhaps the best known Romanian “brand”. Tourists travel to the country to visit the count’s castle and other places that have some connection to the legend.

Romanian Minister of Tourism, Elena Udrea, however does not agree with Dracula being **Romania’s main tourist brand**. Despite that she approved the use of the brand because tourists are used to it, like it and demand it. According to the minister the country has also other things it may offer to tourists apart from an old vampire. There are for example seven UNESCO World Heritage Sites in Romania.

The legend of Dracula, however, remains a big tourism attraction. Every year tourists come to visit **Bran Castle**, which in fact is not the place where the blood-thirsty count lived. Among other popular tourism spots associated with Count Dracula or Vlad Tepes (‘Vlad the Impaler’) is fourteenth-century town of **Sighisoara**, where he was born. Other places are the **Poenari Fortress**, the village of **Arefu**, the city of **Brasov** and the **Curtea Domneasca**, the count’s palace in Bucharest.

Romania, however, suffers from another vampire these days. It is the global financial crisis that sucks money from the country’s economy. Experts expect the crisis will trigger fiercer competition. It is very likely that events tourism will suffer the most from the crisis because companies are going to cut their spending therefore limiting their participations on various events.

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Date: 2009-04-13

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