

Places of literary tourism in Romania. Case study: Borgo Pass and Bram Stoker's Heritage

Ioan BÎCA^{1*}

¹Faculty of Geography, Babeş-Bolyai University of Cluj-Napoca, Romania

*Correspondence to: Ioan BÎCA. E-mail: john_grimo@yahoo.com.

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Vol. 31/2020, 63-77



Published:

1 November 2021

ABSTRACT: Literary tourism is a form of cultural tourism, which capitalizes on the material and immaterial heritage in the field of literature, thus contributing to the promotion of places as tourist destinations. Such a place is Borgo Pass, located in Romania, in Bârgău Mountains, between Bistrița-Năsăud and Suceava counties, between Transylvania and Bucovina, which is mentioned in the novel *Dracula*, by the Irish writer Bram Stoker. Due to this fact, the authorities of Bistrița-Năsăud county decided in 1976 to build here a hotel-replica of the one imagined by Bram Stoker in the novel, in order to attract visitors. The hotel was completed in 1983, and its name was Tihuța Hotel. After 1990, the hotel was named Dracula Hotel-Castel, and became an important destination for Dracula tourism, along with Bran Castle, Sighișoara, Brașov, Poenari etc. The present study aims to highlight the evolution of the place occupied by Borgo Pass in Dracula tourism and its potential for literary tourism. The methodological approach was based on two major stages: consulting literature on literary tourism and Dracula tourism, and collection of field data, related to the tourism potential of the Borgo Pass.

KEY WORDS: Dracula, Vlad the Impaler, Dracula tourism, cultural tourism, Tihuța Pass, intangible cultural heritage.

1. Introduction

Literary tourism is a form of cultural tourism, based on material (books, buildings, monuments) and intangible heritage (imaginary places, imaginary events), specific to literature, which can help promote places as tourist destinations and generate unique experiences for visitors. In the literature there are numerous works dedicated to tourism generated by literature and art that show the purpose and concerns for shaping the theoretical framework of this form of leisure (Richards et al., 2010; Carvalho et al., 2012; Chon, 1990; Craig, 1989; Ferreira et al., 2020; Foley and McPherson 2000; Franklin, 2018; Garrod and Fyall, 2001; Gibson et al. 2005; Ghețău and Eșanu, 2011; Herbert, 1995; Herbert, 2001; Hernández-Escampa and Barrera-Fernandez, 2017; Hoffman, 2006 ; Hoffmann, 2013; Hoppen et al. 2014; Hughes, 2002; Quintana et al. 2018; Lenzerini, 2011; Jiang and Yu, 2020;

Lowe, 2012; MacLeod et al. 2009; Monteiroa et al. 2015; Muresan and Smith, 1998; Robinson, Andersen, 2002; Scarfuto, 2013; Toselli, 2019; Watsin, 2009).

Being a dynamic phenomenon, literary tourism is constantly diversifying and has several types, as follows:

- literary tourism related to the life of a writer: the places where he was born, grew up, lived, wrote, was inspired, died (Squire, 1994, 1996; Herbert, 2001; Andersen and Robinson, 2002; Watson, 2006; Joliveau, 2009; Hoppen, 2012);
- literary tourism related to imaginary places, described in the writer's literary creation (for example, the imaginary places in the trilogy *The Lord of the Rings*, by Tolkien);
- literary tourism related to real places, in which the writer placed the fictional action of the novel (for example, Verona in *Romeo and Juliet*, by Shakespeare, Paris in *The Hunchback of Notre Dame*, by Hugo, River Helford in *The French Gulf*, by Daphne du Maurier);
- literary tourism related to literary festivals (dedicated to the writer or in which the writer personally participates) and book fairs (Mintel, 2011);
- literary tourism related to the literary heritage of a place: theaters, museums, libraries, memorials (Smith, Macleod, Robertson, 2010 Mirloup, 2016). To these types can be added the literary tourism related to the literary creation camps, in which different writers participate, which can highlight the attractive potential of the respective place and can promote it in the media or in their creations.

Literary tourism is niche tourism, and the literature-tourism duet acquires new dimensions, which bring benefits to both fields: literature provides travel motivations, tourism arouses interest in literature. In this context, a new type of tourist appears, cultivated and interested, exploratory and analytical, sensitive and able to value the intangible cultural heritage of a place or a region, and the literary tourist product is represented by:

- the geographical place of interest/tourist destination: the imaginary/real place described in literary creation, the place of birth of the writer, the place where the writer lived, the memorial dedicated to the writer, etc.;
- tourist infrastructure: accommodation and catering units, creative houses, leisure objectives;
- tourist services.

Based on these considerations, the present study aims to analyze a real current tourist destination, with literary connotations, mentioned in the fiction novel *Dracula*, written by Bram Stoker, and drawn in imaginary shades, which has become a destination for world Dracula tourism, but not at the level it should be, given its literary resonance in Gothic literature.

With the publication of the novel *Dracula* by Bram Stoker, in 1897, the myth of Count Dracula vampire was born, which will generate the Dracula tourism in the twentieth century. In conceiving the character, Bram Stoker used several sources, such as vampire folklore of European countries, Gothic literature in the nineteenth century, and the figure of Wallachian prince Vlad Draculea III (1428-1476), nicknamed the Impaler (Florescu and McNally, 1972; Cazacu, 2008; Miller, 1999; Hovi, 2014; Lupu and Brochado, 2017; Stoleriu and Ibănescu, 2014; Stoleriu, 2014). Therefore, this type of tourism involves travel to sites associated with prince Vlad the Impaler, and Dracula vampire as follows:

a) in Romania:

- Dracula Museum in Bucharest;
- Bran Castle and Bram Stoker Room;

- Vlad Dracul House in Sighișoara, where supposedly Vlad Draculea, said the Impaler, was born;
- Old Court Palace in Bucharest, built by Vlad Draculea, in 1459;
- Snagov Monastery, where the prince is said to have been buried;
- The ruins of Poenari Fortress, which is the real Castle of Vlad Draculea;
- Arefu village, where the legends about Vlad the Impaler are still alive;
- Brașov Town, where Vlad Draculea had conflicts with Saxon merchants;
- Klausenburg/Cluj where Jonathan Harker spends a night at the Royal Hotel, before leaving for Bistrița;
- Bistrița city, where is the Golden Crown hotel with Jonathan Harker Saloon;
- Bârgău Pass/Borgo Pass (the place to reach the diligence of Bucovina, and Jonathan Harker is taken over by carriage of count Dracula to be taken to the Castle), where is the Hotel-Castle Dracula with The Tomb of Count Dracula at the basement;
- Izvorul Călimanilor peak, where would be located Bram Stoker's imaginary castle of Dracula (De Roos, 2013);
- the port of Galați, where the Count Dracula and his box arrive from London, by the vessel Empress Catherine;
- Siret River, on which is transported the box with the sleeping Dracula, at the return from London to the Castle; also on this river are moving with a boat Arthur Holmwood and Jonathan Harker watching Dracula, while Quincey Morris and John Seward agreed moving onshore, with horses;
- Fundu village, where the confluence of Bistrița River and Siret River is located; in this place, Slovak's boat carrying Dracula to the Castle, enter the Bistrița River;
- Verești village, which Mina Harker and Abraham Van Helsing travel by train, to reach Dracula's castle in a carriage and meet the vampire who returns from London.

b) in England:

- the town of Whitby, where Dracula and his mold boxes arrive, aboard the Russian schooner Demeter; here, the vampire count turns into a dog and disappears from the ship, while his mold boxes are taken over by lawyer S.F. Billington of Whitby; he meets Lucy Westenra, who spends her vacation here with her mother and Mina Murray, Jonathan Harker's fiancée, whom he contaminates (Stoker, 2008);
- London, with the locations Hampstead (N-E), Purfleet (V), Godalming (S), Piccadilly, Walworth, Whitechapel where the London action of the novel takes place.

c) other locations:

- Amsterdam, the hometown of Professor Abraham van Helsing, a real character;
- Munich, where Jonathan Harker has a Walpurgis experience on the domain of Countess Dolingen of Graz Styria;
- Wien, through which Jonathan Harker passed by the Orient Express;
- Budapest, which Jonathan Harker visits before leaving for Klausenburg/Cluj;
- the port of Varna, where Count Dracula's boxes leave from, filled with mold, to Whitby, with the Russian schooner Demeter; Demeter vessel route sailing is Varna-Bosphorus-Dardanele-Cape Matapan-Gibraltar-Strait of Dover-Whitby (Stoker, 2008).

Chronological stages of occurrence and development of Dracula tourism in the West can be summarized as follows:

- 1897: The launch of the novel *Dracula*, written by Bram Stoker;
- 1931: The first film about Dracula, directed by Tod Browning and Karl Freund;
- 1972: Little Brown Publishing House in Boston publishes the book "In Search of Dracula: The History of Dracula and vampires", written by Radu Florescu and Raymond McNally.

The book connects the voivode Vlad Draculea, who used to shoot enemies impaled, and the vampire count Dracula. The book was a huge success in America, England and Japan, and according to Radu Florescu, it represents the official moment of the launch of Dracula tourism (Betea, 2008; Chitan, 2014), although the connection between Count Dracula and the Wallachian voivode was suggested even before (Csabai, 1941; Kirtley, 1956).

Radu Florescu also says that in the 70s of the last century two tourist routes were established for foreigners: a route through Transylvania, for vampire lover (Bran Castle, Braşov, Bistriţa, Borgo Pass), and a route in the south of the country, for those who were interested in the voivode Vlad the Impaler (Betea, 2008);

- 1973: The Dracula Society is founded by actors Bernard Davies and Bruce Wightman;
- 1989: appears at the Little Brown publishing house in Boston, the book "Dracula, Prince of Many Faces: His Life and His Times", written by Raymond McNally and Radu Florescu;
- 1992: Publishing House Acton, Mass: Copley Pub. Group publishes the book "The Complete Dracula", written by Raymond McNally and Radu Florescu;
- 2009: Great-grandson of Bram Stoker, Dacre Stoker, and Ian Holt launches the novel "Dracula The Un-Dead";
- 2010: The photographer and writer Hans de Roos is involved in the Dracula Studies project;
- 2012: Hans de Roos makes the photo album "The Ultimate Dracula", released by Moonlake Editions, Munich;
- 2014: Dublin hosts the Bram Stoker Memorial Event, organized by the Phylosophical Society and the Bram Stoker Club;
- 2015: Auvi Vienna Publishing House publishes the book "Dracula facts, legend, novel", written by Rudolf J. Strutz;
- 2016: Hans de Roos initiates on Facebook, on the occasion of the Fourth Dracula World Congress, held in Dublin, the group Children of The Night, whose members are interested in Gothic literature, Romanian folklore, vampires and other creatures, etc .;
- 2017: Hans de Roos makes the Vampires Vault site.

In Romania, the main destination of Dracula tourism is Bran Castle, also called Dracula's Castle. It is located in Bran (Braşov County), on a rocky promontory, which corresponds to the description in the novel. In fact, the Castle imagined by Bram Stoker, as he appears in the print in the first edition of the novel "Dracula", closely resembles Bran Castle and is thought to have been used by Stoker to illustrate Bran Castle in Charles's Boner work: "Transylvania: Its Product and Its People", published in London in 1865. For these reasons, in the 60s of the twentieth century, the Romanian tourism authorities decided that this medieval castle, which guarded the pass between Transylvania and Wallachia, would represent Dracula's Castle, to attract lovers of vampire legends. Therefore, Bran Castle has become a brand of Dracula tourism, being the main objective in the offers of western and Romanian incoming travel agencies. The number of tourists is growing, and statistics show 798,298

visitors (5 million euros) in 2016, and 835,116 visitors (6 million euros) in 2017, 60% of whom are foreigners (Popescu, 2018).

This marketing strategy proved to be beneficial for tourism, but it overshadowed, to a certain extent, one of the places where the action of the novel *Dracula* takes place, respectively Borgo Pass (Pasul Bârgăului). As such, the present study aims to highlight the intangible legacy left by Bram Stoker in Borgo Pass and its tourist values.

2. Study area

Borgo Pass, Bârgău or Tihuța Pass is a pass located in northern Romania, in the Bârgău Mountains (Eastern Carpathians), at the border between Bistrița-Năsăud county (Tiha Bârgăului commune) and Suceava county (Poiana Stampei commune), between Bârgău Shire and Dorna Land, at 1200 m elevation. The pass is crossed by the National Road 17 / E 58 (Dej-Vatra Dornei), which connects Transylvania and Bucovina (figure 1). This area is occupied by the tourist village Piatra Fântânele and many tourist guesthouses, which are an important tourist destination at the regional level (relaxation tourism, transit tourism, winter sports tourism).

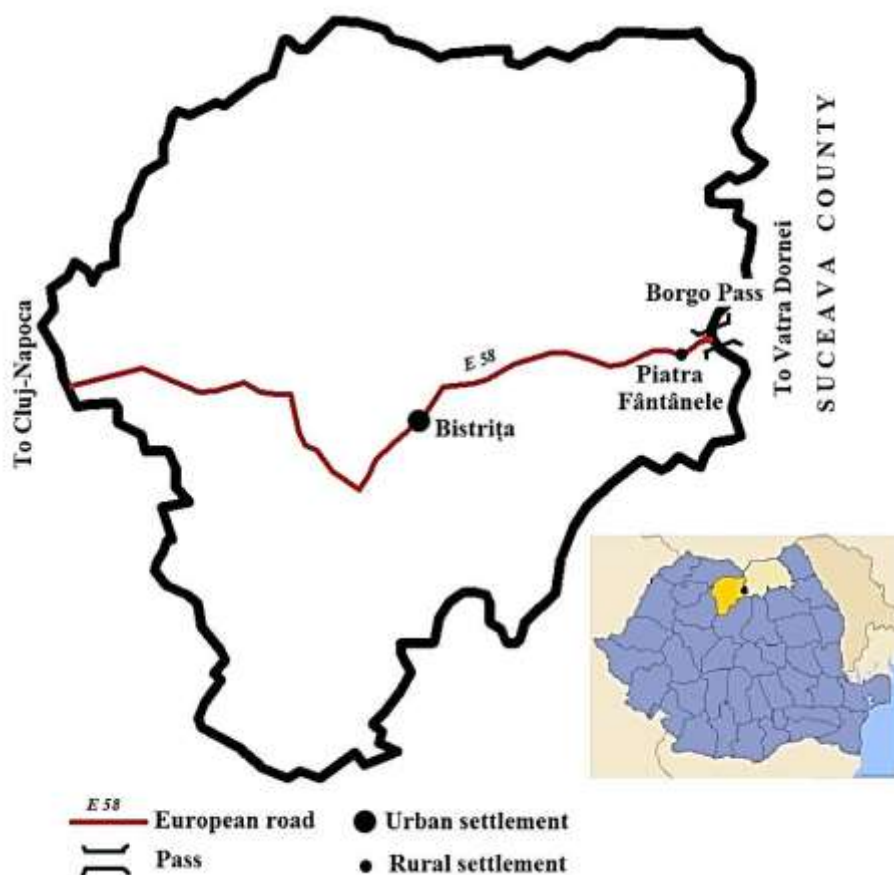


Figure 1 The geographical position of Piatra Fântânele village and Borgo Pass.

3. Methods

Two important methodological steps were taken for this study: consulting literature on Dracula tourism, and collection of field data, related to the tourism potential of the study area, the Borgo Pass.

The two figures, count vampire Dracula and Prince Vlad the Impaler, were, over time, both abroad and in Romania, topics for numerous movies, video games, literary works (books, articles, studies, novels) graphics, ballet, tourism research, events, public debates, tourism development projects, sites on the internet and Facebook pages, which shows the extent of this phenomenon generated by a novel by Bram Stoker (Andreescu, 1998; Banyai, 2010; Bîca, 2012; Bîca and Rusu, 2017; Bîca, Rusu, 2017; Bucek, 2013; Cazacu, 2008; De Roos, 2012, 2013; Florescu and McNally, 1972; Florescu and McNally, 1994; Florescu and Cazacu, 2013; Hovi, 2014; Koranteng, 2002; Light, 2012; Lupu and Brochado, 2017; McNally and Florescu, 1989; McNally and Florescu, 1992; Mureşan, Smith, 1998; Miller, 1999; Podonsky, 2010; Rusu, 2011; Stoker and Holt, 2010; Stoleriu and Ibănescu, 2014; Strutz, 2015; Zărnescu, 2010).

This shows, on the one hand, the genius of *Dracula* novel, and on the other hand, the public interest in vampire stories, offering many attractions, summarized as follows:

- the intrigue will be extreme and lead to atrocities and death;
- fascinating idea that people can be other than what they seem to be; discovery vampires, often, play a key role in the plot, requiring attention;
- the vampire stories give reason to explore the theme of purity, boundlessness and eternal desire;
- the vampires hardly conquer women and sometimes embody chivalrous ideals;
- the woman may find the vampire movies, watched in the company of men, a way for testing how they respond to stress and demonstrate their protective attitude towards them;
- the vampires seem not to encounter social disapproval, and therefore many teens take them as models;
- spectators and readers who know the weaknesses of vampires, feel better informed than the characters fighting vampires;
- the popularity of vampires is supported by songs and graphics (Cowen, 2009).

This perception is reflected in tourism too, where visitors are drawn to sites laden by stories of mystical and supernatural beings, especially as these are supported by a rich literature and media.

For this study are important the works by Rusu (2011), Bucek (2013), and Bîca and Rusu (2017), in analyzing Dracula tourism in Romania, and promoting Borgo Pass as one of the important places of this type of tourism. Also, "Dracula-The Beginning" novel (Bîca, 2018), deals with the period before the arrival of Jonathan Harker in Borgo Pass and Castle Dracula, highlighting the tourism potential of this area.

The collection of field data was done during several field trips made in Borgo Pass. On this occasion, was carried out the inventory and evaluation of natural (relief, biodiversity, landscape) and cultural (traditional architecture, myths, and legends) attractions, tourist infrastructure (hotels, boarding houses, chalets, access roads, municipal facilities), and leisure activities practiced in the area. Also, direct observations were made on some cultural and sports events organized between the years 2000-2020 by Dracula Hotel-Castle (Halloween, Miss Transylvania and the conference held by the writer Dacre Stoker), and by various organizations with responsibilities in tourism (Garlic Festival, Dracula Rally, Biathlon, and Cross-country Skiing Festival, Roman Road Mousing Festival).

An important role was played by the discussions with the local authorities (Tiha Bârgăului Hall, Bistrița-Năsăud County Council) regarding the development of tourism in Borgo Pass in the next period when Piatra Fântânele is intended to become a tourist village.

4. Results and discussion

The phrase Borgo Pass, meaning Bârgău Pass, is used for the first time in the fiction novel *Dracula*, written by Bram Stoker and published in 1897, but the toponym Borgo is found on Austrian maps from the XVIII-XIX centuries, being attached to the localities on Bistrița Valley and Tiha Valley, respectively: Borog Rus, Borgo Joseni, Borgo Mijloceni, Borgo Suseni, Borgo Prund, Borgo Bistrița, Borgo Tiha and Borgo Mureșeni.

In the novel, part of the action is set in the Borgo Pass, and at the castle of the vampire count, from the Carpathians. In short, the action of the novel, related to Borgo Pass, is the following:

The vampire count Dracula, who lives in his castle located in the Carpathians, on the border between Transylvania and Bucovina, intends to move to England, to London. For this, he asks his friend, the notary Peter Hawkins from Exeter, to buy him a house. He instructs his young employee, lawyer Jonathan Harker, to take the necessary steps to buy the house required by the count.

The lawyer manages to discover a property that met the earl's requirements in Purfleet, East London, on the Carfax estate: large area, insulation, old house, rooms with thick stone walls and sparse windows, chapel, etc.

Once this mission is completed, Peter Hawkins sends Jonathan Harker to Transylvania, to the count's castle, to hand over the documents to his new home. He leaves for Munich, where he lives an interesting experience in the field of Countess Dolingen de Gratz, orchestrated by Count Dracula himself, then goes by train to Transylvania, stopping in Cluj and Bistrița, where he is staying at the Golden Crown Hotel.

From here, with the diligence of Bucovina, he leaves for Borgo Pass, where the count's mysterious chariot awaits him (the coachman was the count himself) to take him to his castle. When he arrives in Borgo Pass it is already night, and the road to the castle is a real nightmare, sprinkled with Gothic elements (dog howling, wolf howls, blue lights, rocks, wind, snow).

Arriving at the castle, he meets the count, hands him the documents of his new property and discovers his real face, that of a vampire. In these circumstances, he only wants to escape from the castle where he was a prisoner and returns to London, where a beautiful career in law and his fiancée, Mina Murray, awaited him.

Next, the novel's action moves to England, and at the end of the novel it returns near Borgo Pass and the imaginary castle, where Count Dracula is killed by Jonathan Harker and Quincey Morris.

Thus, Borgo Pass, the place chosen by Bram Stoker for the passage of the lawyer Jonathan Harker from Transylvania to the Castle of Count Dracula, becomes a location with a special mythical load in Dracula tourism and an important destination for lovers of vampire stories, in whose evolution one can distinguish the following chronological stages:

- 1968: the visit of some American journalists to Bistrița to make a film about Dracula's Castle in Borgo Pass; they are greeted by Alexander Misiuga, who was the director of Popular Creation House of Bistrița, the future director of Bistrița-Năsăud County Tourism Office, and future Baron of Dracula House (Rusu, 2011); the authorities with attributions in culture and tourism were taken by surprise

because, at that time, the figure of the vampire count Dracula was not known in Romania, so no one knew anything about Dracula tourism;

- 1974: construction of Golden Crown Hotel in Bistrița, at the initiative of Alexander Misiuga, the manager of Bistrița-Năsăud County Tourism Office;

- 1975: the visit of Bruce Wightman, the founder of Dracula Society in London, at the Golden Crown Hotel in Bistrița, where Jonathan Harker Saloon is arranged; on this occasion, Alexander Misiuga, is appointed member of Dracula Society;

- 1976-1983: the construction of Dracula Hotel at Piatra Fântânele, at the initiative of Alexander Misiuga; this hotel was originally called Tihuța because the authorities at the time did not agree with the name Dracula;

- 1990: Transylvania Dracula Society is founded by a group of writers, professors and experts in tourism interested in Dracula and vampire folklore in Romania;

- 1991: the launch of the Dracula myth takes place abroad, during a tourism fair, and Bran Castle in Brașov County was presented as Dracula's Castle;

-1995: the first Dracula congress in the world takes place, organized in Bucharest, Bistrița and Piatra Fântânele by the Transylvania Dracula Society and the Ministry of Tourism;

- 1997: on the occasion of the 100th anniversary of the launch of the novel Dracula, written by Bram Stoker, the Dracula symposium is organized at Piatra Fântânele, with the participation of 30 personalities in the field of draculism and vampirism;

- 1998: the first edition of the Dracula Rally takes place, organized at Piatra Fântânele by Transylvania Dracula Society, and Radio Station Bistrița;

- 2006: in Piatra Fântânele, in front of Dracula Hotel-Castle, Bram Stoker's statue is unveiled;

- 2010: the first edition of the Halloween Witches' Ball takes place at at the Dracula Hotel in Piatra Fântânele;

- 2011: the book "At Home of Dracula" appears, written by professor Cristina Rusu from Bistrița;

- 2011-2018: Hans de Roos, writer, and photographer, travels many times in Romania, for documentation about Dracula;

- 2012: the book "Piatra Fântânele-Măgura Calului Tourist Area" book appears, written by professor Ioan Bîca from Babeș-Bolyai University, Faculty of Geography;

- 2013: Bram Stoker's great-grandson, Dacre Stoker, arrives in Bistrita, together with the film producer for Travel Channel and MTV, Aaron Sagers; they visited Transylvania for documentation and meeting with various partners in the Dracula by Bram Stoker-The Travel Guide project; from Bistrița, the two also visited the Dracula Castle-Hotel in Piatra Fântânele; the Tourist Association in Bistrița-Năsăud launches the map of Count Dracula's Land and inaugurates the thematic route Count Dracula's Road, from Bistrița to Piatra Fântânele; at Piatra Fântânele, on Rusu Meadows, the first edition of the Garlic Festival takes place; from December 2013 until November 2016, Hans de Roos is the editor of the official bulletin of the Transilvania Dracula Society, Letter from Castle Dracula; in November, Dacre Stoker, Hans de Roos and Aaron Sagers are anointed Knights of the Order of Count Dracula; professor Ioan Bîca initiates the facebook page Piatra Fântânele-The Land between the Mountains (Piatra Fântânele-Ținutul dintre Măguri);

- 2014: the first edition of the Dracula Moto Party event takes place, at Valea Străjii, in Bârgău Gorge;

- 2017: the book "Borgo Pass-geographical, historical and cultural meanings" appears, written by Ioan Bîca, and Cristina Rusu;

- 2018: Dacre Stoker, together with Hans de Roos, guided by Dan Alexandru and Radu Oprea, reach the Izvorul Călimanilor peak, the place where Bram Stoker placed the fictitious Castle of Count Dracula, and mount a commemorative plaque; the novel "Dracula-the beginning", written by professor Ioan Bîca, appears at the Argonaut publishing house in Cluj-Napoca.

Besides the myth of Count Dracula and his Castle, in Borgo Pass, an important attraction for spiritual tourism are local myths and legends, such as:

a) the myth of Vlad the Impaler fortress:

- it says that on the top of Frumușeăua massif, near Piatra Fântânele, are the legendary ruins of a castle belonging to Prince Vlad the Impaler;

b) the myth of the treasure:

- on the top of Frumușeăua massif is a treasure composed of various artifacts of gold;

c) the myth of Barbu the Blac:

- Barbu the Blac, Dracula's lieutenant, came to this region to seek the castle and the treasure of Prince Vlad the Impaler, represented by a gold plow, gold bulls, gold horses, and gold soldiers;

d) the myth of the buried knight, and of the army of spirits:

-the people claim that the top of Frumușeăua massif, in the night, hear voices, laughter and see the lights;

- here it was discovered the skeleton of a knight with a sword and his horse skeleton;

- here haunting the spirits of lanca, and an army of spirits, made up of shepherds, with big beards and long knives, with wool vests, and belts of thick bull leather, sometimes wearing a mail shirt that rattle;

e) the myth of the cave:

- the cavern of Frumușeăua top is a crossing time (from young, old out, die if tell);

- to enter the cave should the seven bishops and patriarch to pray and die, in turn, to descend into the depths;

f) the myth of rainbow:

- it says that if when forming a rainbow over the top of Frumușeăua massif move around, on hands and knees, to the peak, you might just find the treasure;

g) the myth of porphyria:

-it says that the inhabitants of the Bârgău valley suffered, hundred years ago, this blood disease, after which the infected losing strength, is disturbed by sunlight, his skin turns white, and teeth and lips greatly increase; cure this disease was to drink animal blood.

In addition to this cultural significance, Borgo Pass has another attractive resource as follows:

a) natural attractions:

- the landscape of plateaus and gently undulating hills, dominated by igneous intrusive massives (Zimbroyaia, Măgura Calului, Tășuleasa, Frumușeăua, Chicera Șendroii);

- ozone-rich air, and ionized air;

- ferruginous mineral springs;

- forests, pastures, and hays;

b) cultural attractions:

- traditional architecture (permanent and temporary houses);
- traditional occupations (making hay, shepherd);
- festivals (Garlic Festival);
- sports competitions (International Dog Sled Contest The Roman Road, with the participation of teams from Bulgaria, Moldova, and Romania; Country skiing and biathlon festival);
- Piatra Fântânele Monastery;
- the metal cross and the scenic point from Piatra Fântânele Peak;
- historical road The Roman Road (XVIII-XIX century);
- military fortifications belonging to Arpad Line (1942-1944).

Based on these resources, Borgo Pass and Piatra Fântânele locality represent an important tourist destination at regional level, within the following leisure activities can be practiced:

- leisure tourism (hiking, harness, biking, horse riding, winter sports);
- event tourism (festivals, sports competitions);
- monastic tourism (Piatra Fântânele Monastery);
- archeological tourism (military fortifications);
- spiritual tourism (myths and legends);
- Dracula tourism (the Count Dracula myth, the Castle myth).

Relaxation and monastic tourism account for 90% of all tourists visiting Piatra Fântânele. Relaxation activities include short walks, hikes, chairlift rides, horse-drawn sleigh rides, contemplation of the scenic view on the platform of the metal cross located on the top of Piatra Fântânele, skiing and sledging. From our monitoring carried out on the scenic platform at the base of the metal cross, in 2019 around 4500 visitors arrived there. Monastic tourism includes participation in religious services and visits to the monastery (including contemplating the landscape on the metal cross-platform). From consulting the guest book of the monastery, we found that in 2019, about 6300 people stopped here, and left their impressions in this book. Most of the visitors came from Bistrița-Năsăud county, then from Suceava, Botosani, Iași, Cluj and Mureș counties.

The data provided by Tiha Bârgăului City Hall show that the tourist infrastructure in Piatra Fântânele is represented by a number of 120 tourist pensions (292 accommodation places), classified with 3-4 flowers, to which is added the emblematic Dracula Hotel-Castel, hiking trails, ski slope and chairlift. Among the tourist structures with accommodation functions, according to the data provided by the Ministry of Economy, Entrepreneurship and Tourism on 15.01.2021, only 9 were classified as follows:

- Dracula Hotel-Castel-3 stars, capacity 68 rooms-138 places;
- Cota 1201 tourist pension-3 flowers, capacity 8 rooms-20 places;
- Daniela agritourism pension-3 flowers, capacity 5 rooms-10 places
- Drumul Romanilor tourist pension-2 flowers, capacity 4 rooms-8 places
- Pasul Tihuța hostel -2 flowers, capacity 9 rooms-20 places;
- Popasul Transilvania tourist pension-4 flowers, capacity 15 rooms-29 places;
- Eden agritourism pension-3 flowers, capacity 6 rooms-12 places;

- Tihuța tourist pension-2 flowers, capacity 6 rooms-13 places;
- Zâna Munților agritourist pension-3 flowers, capacity 8 rooms-16 places.

Regarding the number of arrivals and overnight stays at Piatra Fântânele and in Tihuța Pass (Borgo Pass), the Statistical Yearbook of Bistrița-Năsăud County, published by the Bistrița-Năsăud Regional Directorate of Statistics, mentions for 2018:

- 3148 arrivals at the tourist pensions and 7000 arrivals at the Dracula hotel;
- 4325 nights at tourist pensions and 9163 nights at Dracula hotel.

In the next period, Tihă Bârgăului Hall will make every effort to make Piatra Fântânele a tourist village if it meets the approval criteria. In the first analysis, these criteria are met as follows:

1) the ethnic-folklore values criteria:

- traditional occupations (making hay, livestock), traditional architecture (traditional temporary houses);

2) the tourist values criteria:

- the landscape, air quality, mineral springs, archaeological proofs, The Monastery, tourist vocation;

3) the existing and quality of rural accommodation structures criteria:

- receiving classified structures: rural and agripensions, Hotel-Castle Dracula, offering accommodation and meals based on standards of comfort, equipment, and hygiene;

4) ecological quality criteria:

- high quality of the environment, without major sources of pollution (except for traffic);

5) infrastructure and technical facilities criteria:

- streets, commercial units, mains water, electric network, and sewerage under construction;

6) accessibility criteria:

- easy access to the village, within it, and to tourist structures;

7) geographical location criteria:

- on National Route 17/E 58, near the cities Bistrița (45 km), and Vatra Dornei (37 km).

Regarding the situation of Dracula tourism in Borgo Pass, some clarifications need to be made. With the exception of the Dracula Hotel, no travel agent from Bistrița-Năsăud County promotes the myth of Count Dracula. The tourist pensions from Piatra Fântânele are oriented towards the promotion of local values: landscape, fresh air, relaxation and sports activities. However, there is hope for the revival of Dracula tourism, because the Bistrița-Năsăud County Council, together with the Intercommunity Development Association "Tourism in Bistrița-Năsăud", will start, in the next period, the project of an adventure park called Dracula Park, focused on the myth of Count Dracula and local legends. Also, a relaunch of interest in Dracula tourism in the area could occur given that in 2018 Bram Stoker's great-great-grandson, Dacre Stoker, placed on the top of Izvorul Călimanilor, a plaque marking the place of the fictional Castle from the novel, whose geographical coordinates were discovered by the writer Hans de Roos, in the manuscripts of the Irish writer. In this case, the guided tours organized from Transylvania to this place would necessarily pass through Borgo Pass.

5. Conclusion

Borgo Pass, Tihuța Pass or Bârgău Pass is an important tourist destination in Bistrița-Năsăud County, whose vocation is also supported by the fact that the writer Bram Stoker places part of the action

of the novel Dracula in this place and nearby, at the Castle of the Vampire Count located in the Carpathians Mountains, on the border between Transylvania and Bucovina.

The legacy left by Bram Stoker here is represented by Dracula Hotel-Castle, in the basement of which was arranged the Tomb of Count Dracula, and by certain events organized in the hotel (Halloween Party, Witches' Ball, conferences on Dracula) and in Piatra Fântânele (Garlic Festival in Count Dracula's Land, Dracula Rally, Roman Road Mooshing).

Located far from the tourist broadcasting centers (Bucharest, Braşov) and in the absence of adequate marketing strategies, Borgo Pass lost its start in Dracula tourism in favor of Bran, where is the medieval castle, marketed by Romanian authorities and perceived by foreigners as the Castle of Dracula. A possible reactivation of interest in Dracula tourism in the area could occur through the implementation of the Dracula Park project in Pasul Bârgăului and by promoting the Izvorul Călimanilor peak in the Călimani Mountains, as a location for Count Dracula's fictional castle.

From a methodological perspective, this study opens a field of literary tourism research on all the locations specified in the Dracula novel (London, Whitby, Munich, Budapest), but also on the locations related to the deeds and life of the Vlad the Impaler voivode (Bucharest, Braşov, Târgovişte, Sighişoara, Visegrad), which could bring new historical and literary testimonies that would contribute to the tourist image of those destinations. Also, on the map of the research can be written in other locations, such as Tokat in Turkey, where it is believed that was imprisoned in 1442 the voivode, and Naples in Italy, where, according to Estonian archaeologists, is believed to be the tomb to Vlad the Impaler.

From a practical point of view, the study is important:

- for the academic world, because it is a research topic of the sources on which the novel Dracula is based, and of the figure of the voivode Vlad the Impaler, the information obtained can be capitalized through cultural tourism and literary tourism;
- for travel agencies that based on this informations can design different tourist programs (city break, stay, guided tours, conferences, exhibitions, parties) within the respective destinations;
- for public agencies/organizations, which can develop different strategies for arranging and capitalizing on tourism the cultural heritage.

Among the limitations of the research can be mentioned: the lack of historical documents and archaeological evidence, the degree of openness of local authorities to capitalize on intangible heritage, the border between fiction and truth, the reduced development of literary tourism in Romania, etc.

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