

## Title of BIP: Dracula between pop culture and tourism

### General information

#### Objectives and Description:

**Purpose:** The Dracula between Tourism and Pop Culture project aims to explore and analyze the complex intersections of tourism influenced by myths, films and literary works, Gothic literature and pop culture in an interdisciplinary program that will bring together students and specialists from diverse fields such as History, Tourism, Digital Media, Cultural Studies, Film Studies, Marketing and Advertising, Gaming, Literature, to participate in an interdisciplinary program on the cultural impact of the Dracula myth in various forms of media and on tourism.

**Objective 1:** Investigate film and literature-induced tourism by analyzing the impact of the Dracula myth and other symbols of popular culture on tourist destinations, analyzing how cultural and historical narratives attract tourists and assessing the economic and cultural consequences of this type of tourism on local communities .

**Objective 2:** Analysis of the influence of Bram Stoker's novel "Dracula" on modern popular culture and various forms of media, as well as analysis of how iconic characters in literature and film have inspired creative industries, influencing cultural trends and consumer behaviors.

#### Methods and outcomes:

- Teaching will be carried out by lectures, workshops, but also interactions during site visits, in the true spirit of the series of Cultural Heritage summer/winter schools 'RandoPats-HeriTrails' (Randonnées du Patrimoine-Heritage Trails)
- By the end of the BIP, participants will be expected to have gained an overall knowledge of the origins of the Dracula myth and of its developments in literature as well as pop culture, together with its impact in Cultural Tourism.

#### Field of Education:

03 Social Sciences, journalism and information

02 Arts and humanities

04 Business, administration and law

#### Target audience / Participants profile:

Students at bachelor students, master and doctoral levels.

**No of ECTS issued:** 3 ECTS

**Language of instruction and requirements:** English level B2

**Dates for physical activity:** 28.10.2024 – 01.11.2024

**Location of physical activity:** Braşov, Râşnov city, Rupea city, Bran village (all in Brasov county)

#### Dates for virtual component:

20.09.2024 -3 hours

04.10.2024 – 3 hours

**08.11.2024 – 3 hours**

**Virtual Component Description:** On-line individual and group online activities

**20.09.2024:** 1. Presentation of the project (30 minutes), 2. Presentation of participants and sending institutions (60 minutes); 3. Dracula as an academic research topic (60 minutes); 4. Team group assignments and first task (30 minutes)

**04.10.2024:** 1. Team presentations (90 minutes); 2. Dracula in Brazilian media productions (45 minute); 3. Dracula and vampires in gaming industry (30 minutes); 4. Preparing trip to Romania (practical and logistical issues - 15 minutes).

**08.11.2024** - preparing and assessing the individual contribution to the book of project (3 hours)

### Organizing Board

#### Receiving/Host university:

**Transilvania University of Braşov**, România

Dr. Florin NECHITA, Assoc. Prof. at Faculty of Sociology and Communication, [florin.nechita@unitbv.ro](mailto:florin.nechita@unitbv.ro)

#### Sending/Partner universities:

**P1.** Università degli Studi di Torino, Italy

**P2.** Université de Pau et des Pays de l'Adour (UPPA), France

**P3.** Other Erasmus+ partner universities

#### Invited specialists/experts and their role in the implementation of the BIP:

Dr. Giaime Alonge – Professor of Film Studies at the Università degli Studi di Torino, Italy

Dr. Laurence Roussillon-Constanty – Professor of Literature and Arts Université de Pau et des Pays de l'Adour, France

Dr. Giovanna Hendel – Cultural Heritage Hub Coordinator UNITA

Dr. Marius-Mircea Crişan – West University of Timișoara, Romania

Dr. Magdalena Grabias - Maria Curie-Skłodowska University in Lublin, Poland

### Detailed programme

#### Planned activities during physical component:

##### 1<sup>st</sup> day: 28.10.2024 – Transilvania University Brasov and City of Brasov

- Dracula Myth: a multidisciplinary perspective – 2 hours – Marius-Mircea Crişan
- Heritage Interpretation principles – 2 hours – Adina-Nicoleta Candrea (prof. of Tourism)
- From Vlad Tepes to Dracula : focus on Bran Castle - Dénes Harai (Université de Pau et des Pays de l'Adour, France) - 1 hour
- Dracula's French Touch: a Journey through the Collections of the Bibliothèque Nationale de France – Giovanna Hendel (UniTo) – 1 hour
- Valorizing the Dracula Myth by private business initiatives – 2 hours – urban trekking & teamwork
- Embedding Dracula story in guided tours of Brasov – Alin Puiu (professional tourist guide) – 2 hours

##### 2<sup>nd</sup> day: 29.10.2024 – Rupea, Viscri, Saschiz, Sighisoara

- History of Saxons in Transylvania – Rupea Citadel (professor to be decided) – 2 hours

- Sustainable Tourism and Development – Viscri village - Caroline Fernolend – president Mihai Eminescu Trust – 2 hours
- Reinventing traditional Saxon pottery – Saschiz village – 2 hours
- Tracing Vlad the Impaler in Sighisoara – 2 hours (lecture) + 2 hours (team work)

**3<sup>rd</sup> day: 30.10.2024 – Transilvania University of Brasov and Bran Castle**

- Imaginary on Dracula Castle – Creative writing workshop – 1 hour - Robert Gabriel Elekes (Transilvania University of Brasov)
- Ghosts in Romanian folklore - 1 hour - Otilia Hedeşan (West University of Timișoara)
- Visit to Bran (Dracula Castle) – 3 hours
- Constructing and deconstructing Dracula Castle – team work – 3 hours
- Dracula Film Festival opening ceremony – 7 p.m.

**4<sup>th</sup> day: 31.10.2024 – Transilvania University Brasov and City of Brasov**

- Valorizing the Dracula Myth by private business initiative – team presentations – 2 hours
- Dracula in the movies – Giaime Alonge (UniTo) – 2 hours
- Searching for Dracula story in Brasov museums – urban trekking & team work – 2 hours
- Dracula – the travel agent during the Romania communist times – Nicolae Pepene (General Manager of Brasov County Museum) – 2 hours

**5<sup>th</sup> day: 01.11.2024 – Transilvania University of Brasov**

- Some Avatars of Dracula in French Mediaeval Literature - Cécile Rochelois (Université de Pau et des Pays de l'Adour) - 1 hour
- Dracula in the Gothic Literature Context - Laurence Roussillon-Constanty – 2 hours
- Dracula in Advertising – Florin Nechita – 2 hours
- Dracula in Games – Cristian Pralea (Faculty of Letters) – 2 hours
- Familiarity and otherness in Dracula films and TV shows – Magdalena Grabias (UMCS Lublin)
- Dracula as ingredient in Romania Destination Branding – team work & presentations – 2 hours

Total courses and workshops (physical component): 35 hours

Total individual and group activities (physical component): 15 hours

OVERALL TOTAL: 75 hours

**Application procedure**

Students send the applications to their home university.

Home university nominates the students at UNITBV ([outgoing@unitbv.ro](mailto:outgoing@unitbv.ro)) by **15 May 2024**.

2 students from each partner university are welcome.

**Facilities provided to participants:**

- Free accommodation in university dormitories
- One meal/ day

