

# DRAQUULA

## BETWEEN POP CULTURE AND TOURISM

Transylvania 

Oct. 28 – Nov. 1, 2024 

Blended Intensive Programme



**Monday, October 28th – Olimpia –  
The Museum of Sports and Mountain  
Tourism**

**9.00 - 9.30**

Overview of the onsite Dracula BIP project and  
the outcomes of the two online phases

Dr. Florin Nechita, Transilvania University of  
Braşov, Romania

**9.30 – 10.00**

Dracula – the Travel Agent During  
Communist Romania Nicolae Pepene,  
Manager of the Braşov County Museum of  
History, Romania

**10.00 – 10.30**

Ghosts in Romanian Folklore

Dr. habil. Otilia Hedeşan, West University of  
Timişoara, Romania

**10.30 – 10.45**

Coffee Break

**10.45 – 11.30**

From Vlad Tepes to Dracula : focus on Bran  
Castle

Dr. Dénes Harai, Université de Pau et des Pays  
de l'Adour, France

**11.30 – 12.15**

“Estrange cruauté” : the emergence of Dracula’s  
myth through some Early Modern texts from  
the collections of the Bibliothèque nationale de  
France

Dr. Giovanna Hendel, University of Torino,  
Italy

**12.15 – 14.30**

Valorizing the Dracula Myth through Private  
Business Initiatives – Urban Trekking and  
Teamwork

**14.30 – 15.30**

Lunch Break

**15.30 – 16.45**

Embedding the Dracula Story in Guided Tours  
of Braşov

Dr. Adina Nicoleta Candrea, Transilvania Uni-  
versity of Braşov, Romania

**16.45 – 17.15**

Valorizing the Dracula Myth in Whitby

Dr. Magdalena Grabias, Maria Cu-  
rie-Skłodowska University, Poland

**17.15 – 18:00**

In Search of Dracula’s Castle (Documentary)  
Corneliu Ţepeluş, Director and Producer

**Tuesday, October 29th – Rupea Cit-  
adel, Viscri and Saschiz villages,  
Sighişoara**

**9.00**

Bus Departure from Memo Campus

**10.00 - 10.30**

Visit to Rupea Citadel

**10.30 - 11.00**

The History of Saxons in Transylvania

Dr. Dénes Harai, Université de Pau et des Pays  
de l'Adour, France

**11.30 - 13.00**

Visit to Viscri Village

Anthropological Insights into the Rural Life

Dr. Silviu Coposescu, Transilvania University  
of Braşov, Romania

**13.30 - 14.30**

Reinventing Traditional Saxon Pottery

Marinel Gyorfi, local artisan from Saschiz  
village

**15.00 – 16.00**

Sustainable Tourism and Development

Initiatives in Southern Transylvania

Michaela Türk, Development Director, Mihai  
Eminescu Trust

**16.00 – 17.00**

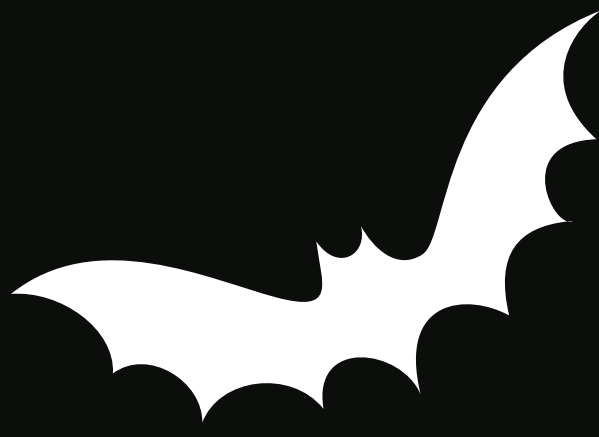
Lunch Break

**17.00 – 18.30**

Tracing Vlad the Impaler in Sighişoara –  
urban trekking activities

**18.30 – 21.00**

Travel Back to Braşov



## **Wednesday, October 30th – Bran Castle, Bran and Șimon villages**

**9.00**

Bus Departure from Memo Campus

**9.45 - 11.00**

Visit to Bran Castle

**11.00 - 13.00**

Constructing and Deconstructing Dracula Castle: Teamwork and Field Research

**13.15 - 14.15**

Lunch Break

**14.15 - 15.00**

Dracula in the Movies

Dr. Giaime Alonge, University of Torino, Italy

**15.00 - 15.45**

Dracula in Advertising

Sorin Psatta, University of Bucharest, Romania

**15.45 - 16.00**

Coffee Break

**16.00 - 17.00**

Knocking at Death's door" - John Polidori's The Vampyre and the dualistic representation of women in the Pre-Raphaelite imagination  
Dr. Laurence Roussillon-Constanty, Université de Pau et des Pays de l'Adour, France

**17.00 - 17.30**

Beyond Dracula's Myth: A Local Community Perspective on Tourism

Alina (Szasz) Drăgan, PhD Candidate, Transilvania University of Brașov, and Public Manager at Brașov County

**19.00 - 21.00**

Dracula Film Festival Opening Ceremony



## **Thursday, October 31st – Poiana Brașov (Hotel Acasă la Dracula)**

**9.30 - 10.30**

Dracula and Its Translations: An Endless Series of Surprises

Dr. habil. Marius-Mircea Crișan, West University of Timișoara, Romania

**10.30 - 11.00**

Super-Woman and Super-Man Vampires in 21st Century Fiction

Patrycja Pichnicka-Trivedi, PhD Candidate, University of Warsaw, Poland

**11.00 - 11.30**

Dark Allure: The Vampire in Polish Literary Modernism

Olimpia Wasyk-Jastalska, PhD Candidate, University of Warsaw, Poland

**11.30 - 11.45**

Coffee Break

**11.45 - 12.45**

Digging for Treasure and 'Unearthing the Vampire': Exposing Stoker's Use of the Mandrake in the Construction of Parts of His Book and Monster

Fernando Soto, Independent Researcher, Canada

**12.45 - 13.15**

Familiarity and Otherness in Dracula Films and TV Shows

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

**13.15 - 14.15**

Lunch Break

**14.15 - 16.00**

Imaginary on Dracula's Castle – Creative Writing Workshop

Dr. Robert Gabriel Elekes, Transilvania University of Brașov, Romania

**16.00 - 16.30**

Escaping Mythologies

Dr. Cristian Pralea, Transilvania University of Brașov, Romania

**16.30 - 17.00**

Stake or Spotlight? How Târgoviște Counts on Vlad's Legacy for Destination Branding  
Alexandra Năstase & Dr. Florin Nechita, Transilvania University of Brașov, Romania

**17.00 - 18.00**

Teamwork for Preparing Presentations

Tutors: Florin Nechita, Sorin Psatta, Adina Nicoleta Candrea, Giovanna Hendel, Laurence Roussillon-Constanty

## Friday, November 1st – Poiana Braşov (Hotel Acasă la Dracula) and Braşov

**9.30 – 10.30**

Unearthing the Vrykolakas, or How to Study Folk Vampiric Beliefs

Dr. Nina Trzaska, Adam Mickiewicz University, Poznan, Poland

**10.30 – 11.00**

Political Dracula: A Possible Bram Stoker's Veiled Stance concerning the Ottoman Empire

Dr. Sorin Ciutacu, West University of Timişoara, Romania

**11.00 – 11.30**

Ion Gorun's Interwar Romanian Dracula: A Story of Rediscovery with Ongoing Scholarly Implications

Dr. Anca Simina Martin, Lucian Blaga University of Sibiu, Romania

**11.30 – 11.45**

Coffee Break

**11.45 – 12.15**

From Fangs to Freshness: Tapping into Dracula's Legacy for Organic Energy Drinks Branding in Braşov

Bernhard Moestl, Austria

**12.15 – 14.15**

Teamwork for Preparing Presentations

Tutors: Florin Nechita, Sorin Psatta, Adina Nicoleta Candrea, Giovanna Hendel, Laurence Roussillon-Constanty

**14.15 – 15.15**

Lunch Break

**15.15 – 17.00**

Dracula as an Ingredient in Romanian Destination Branding – Team Presentations

**17.00 – 17.30**

Closing Remarks and Work Assignments for November 8th Online Session

