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**QUALITY STRATEGY EFFECTS ON EVENT TOURISM PLANNING WITHIN A
HOTEL. CASE STUDY: "HOUSE OF DRACULA" HOTEL & RESTAURANT**

Organizing events represents an activity that became a natural coordinate for varied companies and public or private institutions, representing a consolidation instrument for the organizational culture, as well as an efficient way to communicate with the market. Planning and carrying out an event implies the participation of one or more hotel industry performers, its success depending on his managerial performances.

"House of Dracula" is a 4 stars restaurant & hotel from Poiana Brașov mountain resort. A copy of Bran Castle with medieval architecture and close related to Dracula's legend, House of Dracula Hotel has been providing accommodation, nourishment and leisure services since October 2005. During all this time, as a result of its high-quality services, the hotel achieved fame and a comfortable market share, attracting a significant number of consumers. At present, the unit covers 85% out of its restaurant's service capacity and 80% out of the accommodation capacity.

Within this article we identify and outline the quality strategies used by this hotel since its establishment and up till now, the way in which those strategies have been implemented, as well as their effects in time on event tourism planning within the "House of Dracula" Restaurant & Hotel.

Keywords: event tourism, quality strategies, hotel industry

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