

VAMPIRISM AS A BALKANS TOURISM HORROR EXPERIENCE

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ABSTRACT

Selective forms of tourism play a key role in the modern tourism industry because they offer visitors a wider spectrum of contents which, depending on the individual interests, will satisfy their needs. In the case, the content consists of an experience which evokes fear and creeps, and which guarantees a great success, considering that fun and fear represent the ideal emotion-evoking union of an experience. With regards to the great interest, a valorisation of vampire routes, which are particularly popular in Romania, has been taking place. However, Romania is not the only country being known for vampires, as there are also other countries like Croatia, Serbia, and Bulgaria in which the development of horror tourism may prove to be successful. In this way, the Balkans would have their own theme which to be recognized for, an additional reason making this region worth to visit. This represents an opportunity to bring a different experience that is worth to valorise in order to be able to offer something new on the market.

Keywords: *selective tourism, horror tourism, vampires, Jure Grando Kringa, Istria, Balkan*