BIBLIOMETRIC ANALYSIS OF THE RESEARCH ON LITERARY TOURISM

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Abstract. *Literary tourism is a peculiar form of old tourism that seems to benefit from renewed interest. Besides the relevance for tourists choosing this form of travel, literary tourism can generate positive benefits for many economic and social actors. It can significantly contribute to the branding of places, such as in the case of the famous Dracula. Considering this, the present study aims to map the existing knowledge on literary tourism following a literature review. Several items are considered: the evolution of the academic interest in literary tourism, the main lines of investigation, the geographical distribution of the mainstream literature, the types of outlets used to disseminate the research, the authorship and co-authorship, as well as the impact of the research. The study shows that academic studies in literary tourism are a nascent field of investigation, with the number of studies increasing mainly in the past few years and the narrow geographic distribution. Also, most publications are articles based on case studies and narrative literature reviews. Older studies focus on more abstract themes such as the history of tourism and perceptions related to heritage, while the more recent studies are more interested in tourism forms and destinations. We find a wide heterogeneous and rather shallow investigative approach. The investigation also highlights that literary tourism could be a successful path to destination development.*

Keywords: literary tourism; literature review; bibliometric analysis; Dracula, Harry Potter

Introduction

Literary tourism is an old form of tourism, existing since Ancient Greece. Troy and Micene, for instance, have been places of a specific type of "pilgrimage". *Mirabilia, miracula*, and places related to Plato and Socrates were famous and visited. Anghel (2016) argues that the modern concept of tourism cannot be applied to ancient tourism, which seemed to be more motivated by religions, traditions, as well as literature masterpieces although the tourists' experiences were also important. Ancient tourism was not mass tourism, a mixture of religious and laic interests, with a strong cultural trait (Anghel, 2016) where literature-related places might have been relevant. Later, in

medieval times, we also spot some literary-linked travels. For instance, Francesco Petrarca lived and died on a small estate near Padua in the 14th century, and in the following hundreds of years, his house witnessed visitors from various parts of the region, from Italy, or even abroad – as in the case of Lord Byron (Trapp, 1998). Even if visiting destinations related to great writers or great books is a much older phenomenon (Mansfield, 2015, pp. 28-35), the origins of modern literary tourism can be traced back to the eighteenth century, in Great Britain. Most literary tourism historians concentrate on the Victorian era when this type of travel had become a developed industry and cultural norm (Westover, 2012).

Pocock (1992) makes the case that literature, like film, can encourage tourists to travel and shape their expectations of a destination in one of the field's foundational assessments. Although niche tourism, literary tourism, might be dynamic and reinvent itself. It also could have a very significant impact. Sometimes, literary tourism might be so strong that it gives unique profiles to a place. Such a phenomenon occurred in the case of Bran Castle in Romania in the context of Dracula tourism. There are some examples of good practices when a place is developing sustainably due to its literary ties, as is the case of Shakespeare's Stratford-upon-Avon. Another example of good practices could be considered Harry Potter-induced tourism in London. This evolution and complexity of phenomena are even more relevant considering that Harry Potter is not only a fictional character, but his world is fantastic. Another interesting case is the Maigret tourism in Paris, based on a fictional detective developed by a Belgian author who lived in Canada. Understanding these phenomena would be useful for tourism businesses and local administration to better design their offer, based on a sustainable development place strategy.

Studies show that literary tourism, when promoted as a special interest tourist type, offers destinations a variety of advantages (Çevik, 2020): revenue generator effect of the literary tourism activities depending on the increasing number of tourists and uniqueness since tourists cannot locate the same activities at other destinations or have similar experiences. Therefore, literary tourism is relevant at many levels: individual and collective, economic and cultural, and micro- or macro-level.

The bibliometric analysis aims to determine the scope and characteristics of the literature in the area. Several factors have been taken into account to achieve this goal, including the development of interest in the field, the primary research areas, the geographic distribution of the research, the types of media outlets used to disseminate the results, the authors' and co-authors' affiliations, and the significance of the research (citations). The authors employ several research tools for this exploratory study. Using VOSviewer, the authorship and topic networks have been located.

Another goal of the paper is to determine best practices that can be adapted to the Romanian Market. The timing is appropriate since in the near future a new law will be voted to design the legal framework for the organization and structure of Destination Management Organizations. Literary tourism could be a topic to be explored soon.

As literary tourism in Romania is associated only with Bram Stoker's *Dracula* one goal of the paper is also to present the multiple possibilities and forms that this kind of tourism can take and how can be exploited by the autochthonous tourism industry. This case study also can shed light on how Romania could develop other local brands based on literary works and characters.

Literature review

The complex relevance of literary tourism

Literature, literary characters, and film productions that embed characters in real or imagined settings while sharing narratives and qualities that appeal to the consumer is driving a developing global industry for literary tourism (Connel, 2012). Literature significantly impacts consumer culture, whether directly through literary works or indirectly through corresponding depictions in films and television (Ingram et al., 2021). Novelli (2005) mentions that literary tourism has a rising potential to enter the mainstream as the tourism sector always tries to adapt to new market trends. According to research by Hosany, Buzova, and Sanz-Blas (2019), advertising had an important impact on Spanish tourists' decision to travel to the Swiss Alps, which served as the backdrop for the movie Heidi (based on the book with the same name). Also under the six motivational factors for visiting Hobbition (the land from the Land of the Rings) Singh and Best (2004) reported also interest in Tolkien's novel alongside, gratifying kids' curiosity, learning, discovering something new, and iconic attractions. Therefore, associating literary-motivated travel with relevant motivations and additional appeal is a successful recipe for literary places.

As we can observe, literature can be a useful marketing tool to promote a destination, and are cases when a destination become well-known thanks to novel characters, it is the case of Dracula, who made famous worldwide a small locality in a virtually unknown country - Bran, a commune in Brasov county, Romania. Many foreigners come to Bran to visit the Castle of count Dracula or other places associated with Dracula or with Vlad Tepes, the Romanian ruler who supposedly inspired the author. Due to the famous character developed by Bram Stoker, Bran Castle is by far the most visited museum in Romania, with a high percentage of foreign visitors (Business Insider, 2017). Dracula tourism is a successful literary and movie tourism (Mureşan & Smith, 1998); at the same time it is a form of dark tourism (Light, 2016) and it was even considered a form of pilgrimage tourism (Hovi, 2010). The phenomenon's origins are in Bram Stoker's novel, *Dracula*, published in 1897 and inspired by the historical figure Vlad the Impaler, as well as by Transylvanian folklore. The novel is one of the most successful, considered among the best 100 novels in the UK (McCrum, 2014), coining an iconic character, which highly influenced popular culture imposing vampire fiction, and was support for many films. The image of the Transylvanian Count Dracula went around the world and created without purpose a brand for Romania, not just for Bran. Interestingly, despite its success, Dracula is considered by many Romanians or even by the Romanian state as an unwanted association. Therefore, the policies developed by the Romanian government related to its country brand and its relationship with Dracula were a mixture between valorization and denial (Light, 2007). Still, the desire to attract more tourists and the capitalization on this myth seem to be the winners, and this negative stereotype of the country is valorized as an opportunity (Candrea, Ispas, Untaru, & Nechita, 2016). Numerous private initiatives try to attract tourists who follow Dracula. Even the state tried to profit by proposing in 2001 a complex Dracula Amusement Park, but the plan was never implemented due to strong opposition (Light, 2007, pp. 758-759). The economic effect of Dracula tourism is positive, including new travel agents and tourism actors, jobs, and commercial opportunities mainly associated with the souvenir market (Teodorescu et al., 2020).

Another popular novel character, much younger but probably even more famous nowadays, is Harry Potter, the young wizard, who has a page on visitbritain.com. So the

tourists can choose to travel in the footsteps of their favorite literary character, and enter a fantastic world entangled with the real one. To satisfy their deep emotional attachments to the series, Potter enthusiasts have begun visiting various locations. The tourists are given a magical experience that grounds them in the beloved fictitious world by visiting Harry Potter tourism attractions, which blurs the boundaries between fact and fiction. The increase in Harry Potter tourists is impacting both the city's already-existing tourism industry and the people's daily life (Webb, 2020). Even more, Harry Potter tours appeal to children and a wider audience, both national and international. While experiencing Harry Potter magical-themed places, tourists also understand the local history and tales; various landscapes are transformed and revealed as they are during these tours. (Lee, 2012). A professor from the London School of Economics estimated that Harry Potter was worth £4 billion to the UK economy in 2016 alone, making it a tremendous direct triumph for British creative, the source is cited by *The Independent* (Cox, 2017)

The motives (and benefits) of tourists related to literary tourism are diverse. Knowledge is an important aspect. Tourists will experience a sort of animation of the knowledge they already have and probably gain new knowledge that has a superior significance for them. A review of related literature made by Bu et al. (2021) summarizes that literary tourism motivations are very diverse, including both spiritual such as emotional connection, spiritual enhancement, and nostalgia, and experiential, such as cultural enhancement, engagement with history and heritage, living authenticity, and escape.

The relevance of literary tourism is also high considering the variety of stakeholders involved. Mansfield (2015, p. 103) groups them into three main categories, as presented in Table 1.

Table 1. Stakeholders of literary tourism

Public Sector	Private Sector	Literary world
Town planning department of urban councils	Hotels, restaurants, and cafes in the area. Transport and travel companies.	Publishers
Regional Destination Management Organisations	Tourist attractions and local shops.	Rights holder
Departments of Destination Management Organisations	Specific literary visitor site, based o property.	Writers or beneficiaries
Local Destination Management Organisations	Non-fixed literary attraction eg tour guiding.	Enthusiasts. Readers and Tourists.

Source: Mansfield, 2015, p. 103

Having so many stakeholders, successful literary tourism initiatives could cooperate with them in various ways to design and deliver the offers, for a good communication process, and for ensuring unique experiences for tourists for the benefit of all parties involved.

The forms of literary tourism

The success of literary tourism might be also connected to the large variety of forms, as presented in Table 2. It offered many different types of motives and destinations to tourists.

Table 2. Forms of literary tourism

Type	Example
A. Tourism based on fiction / the text	
The author is anonymous / the name is lost or too distant in history	Elements associated with fairy tale characters brought to the attention of mainstream consumers by Disney and transformed Disneyland into a place to be visited; Neuschwanstein is associated with Cinderella or Sleeping Beauty.
The author is known and the place associated with a fictional character is accessible	Kronberg Castle, Elsinore, Denmark, home of Shakespeare's character Hamlet; Romeo and Juliet balcony in Verona;
The fictional work has sufficient clues to mark the actual place used by the author, and the place still exists	The Cobb, Lyme Regis where Louisa jumps down the steps to Captain Wentworth in Jane Austen's *Persuasion*
B. Tourism based on the author	
Author's birthplace	Charles Dickens's birthplace museum, Portsmouth; Ernest Hemingway's Birthplace Museum, Oak Park, Illinois; William Shakespeare's childhood home in the heart of Stratford-upon-Avon
Author's houses, homes, or hotel stays	In an article published by *The Guardian*, Fox (2021) mentions 11 UK writers' homes that are holiday homes: Agatha Christie, South Lodge at Greenway, Devon; William Shakespeare, The Arden Hotel, Stratford; Alfred Lord Tennyson, Farringford House, Isle of Wight; Nancy Mitford, Asthall Manor, Oxfordshire; Sir John Betjeman, 43 Cloth Fair, London; Vita Sackville-West, Priest's House, Cranbrook, Kent; John Keats, Keats Cottage, Shanklin, Isle of Wight; DH Lawrence Sons and Lovers Cottage, Nottingham; Bruce Chatwin, Capel-Y-Ffin Monastery, Monmouthshire; Ted Hughes, Aspinall Street, near Hebden Bridge, West Yorkshire; Edmund Blunden, The Mill, Long Melford, Suffolk.
Author's grave or memorial	Lithub (Temple, 2018) proposes a list of 75 graves of famous writers, among which: Oscar Wilde, Père Lachaise Cemetery, Paris, France; Vladimir Nabokov, Cimetière de Clarens-Montreux, Montreux, District de la Riviera-Pays-d'Enhaut, Vaud, Switzerland; Virginia Woolf, Monk's House garden, Rodmell, Lewes District,

	East Sussex, England; Franz Kafka, New Jewish Cemetery, Prague, Czech Republic; Jorge Luis Borges, Cimetière de Pleinpalais, Geneva, Switzerland; or Pablo Neruda, Isla Negra, Santiago, Chile
A place, such as a café, known to be frequented by authors and important to their creative practice	The Californian Abroad (2016) recommends cafes where famous writers used to be seen: Bistro La Rotonde (Paris); Les Deux Magots (Paris); Café de Flore (Paris); La Closerie des Lilas (Paris); Café Montmartre (Prague); Bewley's on Grafton Street (Dublin); The Elephant House (teahouse in Edinburgh); Caffe Le Giubbe Rosse (Florence); Antico Caffe Greco (Rome)
Performance space used currently by an author	Morden Tower, Newcastle Upon Tyne, where Seamus Heaney and Allen Ginsberg performed their verse; City Lights Bookstore, San Francisco, where Allen Ginsberg, Jack Kerouac, and Yves Bonnefoy performed their work
C. Tourism based on mediation and promotion	
Original papers or manuscripts are held in a physical form accessible to tourists or visitors	The Exeter Book in Cathedral Library, Exeter, Devon; National Poetry Collections at London Southbank; Scottish Poetry Library on Edinburgh's Canongate; Morpeth Small Press Poetry Collection in Northumberland.
Literary festivals and book festivals with or without the author present but using their work	Vacation Idea (2022) lists 25 "Best Literary Festivals" in the World, among which Edinburgh International Book Festival, Cheltenham Literature Festival, Haus der Berliner Festspiele in Schaperstrasse, Emirates Airline Festival of Literature, The Gothenburg Book Fair
Film locations used to make a film of a book, even when the shooting location is not the setting of the novel	New Zealand and Tolkien's Lord of the Rings trilogy; King's Cross Station in London — Harry Potter
Bookshop tourism	Ler Devagar, Lisbon, Portugal; The Wee Book Inn, White Avenue, Edmonton, Canada, Dussmann das KulturKaufhaus, Berlin, Germany, Palabras Bilingual Bookstore, Phoenix, Arizona; Librairie Mollat Bordeaux, France; Changing Hands Bookstore, Phoenix, Arizona; Books Upstairs, Dublin, Ireland; Vibes & Scribes, Cork, Ireland; Books Are Magic, Brooklyn, New York; Chaucer's Books, Santa Barbara, California; Maison Assouline, London, United Kingdom; Powell's City of Books, Portland, Oregon; Daunt Books, London, England; The Writer's Block, Las Vegas, Nevada; Three Lives & Co., New York City, New York; Cafebrería El Péndulo, Mexico City, Mexico; Marrowbone Books, Dublin, Ireland; Shakespeare & Co, Paris, France; Square Books, Oxford, Mississippi (Lonely Planet, 2022)

Adapted from Mansfield (2015), Gentille, and Brown (2015)

Also, the typology of tourists interested in literary tourism is diverse. A study by Ingram et al. (2021) show that persons highly interested in literature are more likely to visit a place described in a novel/poetry or where a character or writer lived. The findings are summarized in Figure 1.
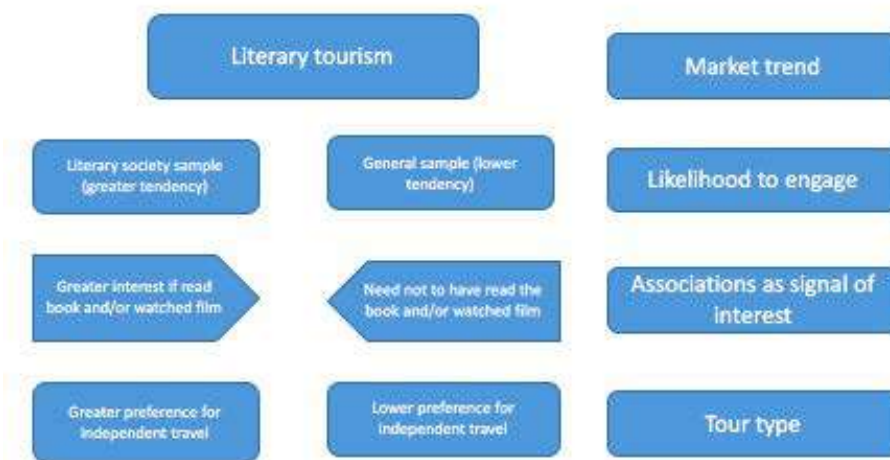

Figure 1. Conceptualization of General Sample and Literary Society Sample Comparison
(Ingram et al. 2021)

It may not surprise that members of literary societies are more inclined than average tourists to visit a site for literary tourism. In contrast to conventional tourists, it also seems that they are more interested in going when they know a site's literary ties. Those who have a hobby of reading and love literature can design their travels with the help of various websites (such as Literary traveler and Literary tourist) or can choose from recommendations such as 'Top Ten Literary Tourist Destinations' (Alen, 2009): London, Stratford-upon-Avon, Edinburgh, Dublin, New York City, Concord, Paris, San Francisco, Rome, and St Petersburg. Although it is not mentioned at the top above, maybe because when we think of Stockholm we have in mind the vibrant tech scene and the simple architecture, the most well-known archipelago in Scandinavia is home to a rich literary past that is waiting to be explored through the Literary Tour of Stockholm (Slow travel Stockholm).

Although personal inclinations, interests, and hobbies are relevant to inducing motivations, marketing can also contribute to the success of a literary tourism offer. The findings of the research developed by Hosany et al. (2019) demonstrate how location connection formed due to narrative media content affects visit intention.

Methodology

The bibliometric analysis aims to identify the dimension and the dynamic of the publications in the field. To reach this aim, several aspects have been considered: the evolution of the interest in the field, the main lines of investigation, the geographical distribution of research, the types of outlets used to disseminate the findings, the authorship and co-authorship, as well as the impact of the research (citations). For this

exploratory research, we use several investigative tools. The authorship and thematic networks have been identified using VOSviewer. Figure 2 presents the flow of the investigations.
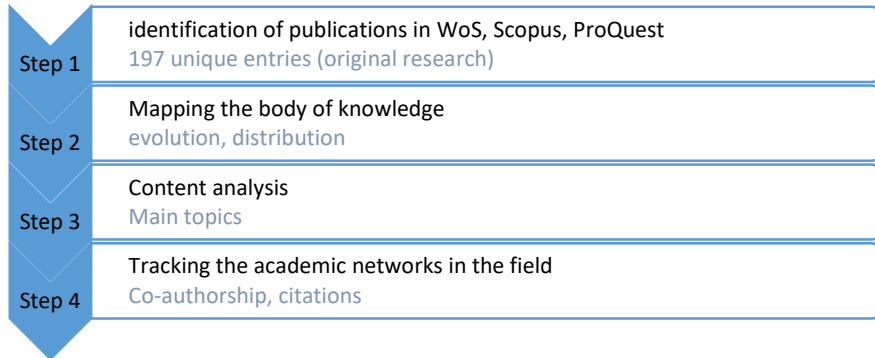

Step 1	identification of publications in WoS, Scopus, ProQuest 197 unique entries (original research)
Step 2	Mapping the body of knowledge evolution, distribution
Step 3	Content analysis Main topics
Step 4	Tracking the academic networks in the field Co-authorship, citations

Figure 2. The research flow

Step 1 consisted in identifying the publication on literary tourism in the main academic databases. We considered Web of Science, Scopus, and ProQuest considering their prestige, the quality guarantee they offer, their large coverage as well as their intense traffic. Since we aimed to identify only the studies focused on literary tourism, we considered the publications which include the concept or associated ones (such as associated types of literary tourism, literature, destination branding, or film-induced tourism) in the title or abstract. The initial selection process identified more than 500 entries, but after vetting the lists and excluding the articles in the field of history, literature studies, or not directly focused on literary tourism, we have identified in each of the investigated databases the following situation: Web of Science – 115 entries, Scopus – 158 contributions, and ProQuest – 46 entries. Step 2 aimed to map the body of knowledge in the field. We considered several dimensions: the evolution in time, the geographical distribution, and the main academic journals published in the field. Step 3 focused on the contents, identifying the main sub-topics investigated. Finally, step 4 included the academic networking analysis, with two lines of investigation: co-authorship and citations. VOSViewer allows the investigation of the authorship networks using several dimensions: authors, organizations, and countries. We considered all three dimensions for a complete perspective. Citation analysis developed investigated two dimensions: cited authors and cited references. We opted for fractional counting to exclude multiple numbering of works with several authors. The minimum number of citations per author considered was 10, to illustrate the most influential researchers in the mainstream academic databases. The same analysis has been considered for cited references, aiming to map the studies with more than 10 citations.

Findings and discussions

Eliminating the double and triple contributions from the identified entries, we obtained a final database of 214 unique entries, published since 1991. We excluded from the article published by Seed in 1983 since it is focused on an important American literature work, a product related to the tourism experience of the author, and only secondary discusses how this work might influence tourists' views (Seed, 1983), even if it is

considered among the oldest studies in the field in other literature reviews (Arcos-Pumarola, Marzal, & Llonch-Molina, 2020).

The academic interest in literary tourism did not start in 1991, with the Ph.D. thesis published the following year on literary tourism associated with Beatrix Potter's Lake District (Squire, 1992), being older as proved by a series of studies: Burton, 1977; Parris, 1984; Butler, 1986; Herbert, 1986; Ousby, 1990. Nevertheless, preliminary investigation shows that literary tourism is a niche academic interest, relatively recent and with a relatively thin penetration into mainstream academic databases.

Dynamics and structure of the research

Especially since 2016, the number of contributions in literary tourism that entered the main academic databases started to increase more accelerated, as presented in Figure 2. A continuous increase in the number of studies was also documented by Çevik (2020), who investigated the evolution of academic research between 1997 and 2016 in other databases, respectively in EBSCOHost, Science Direct, Taylor & Francis, respectively Emerald, Sage Premier, and Google Scholar. The differences are related to the different databases considered, but both analyses show increased interest in the field, with a relatively small growing pace.
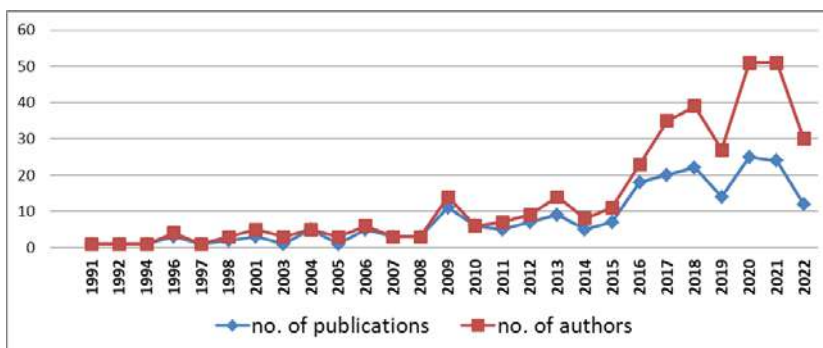
Figure 3. The evolution of publications and authors between 1983 and 2022
(until September).
Authors' elaboration

Figure 3 also depicts the growing number of authors investigating the topic. Still, the average number of authors per article is relatively low, with a slow tendency to increase. Since 2017 the average number of contributors for each article has gotten closer and surpassed two.

In terms of structure, most contributions have been included in academic journals, as presented in Figure 4. We also identified a relatively high number of reviews (17), which will be excluded for further investigation, leaving us with a database of 197 entries.
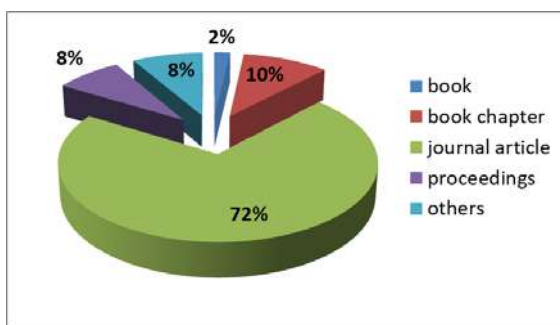
Figure 4. Types of contributions in the field.
Authors' elaboration

The most popular venues for investigations in literary tourism are the *Annals of Tourism Research, Journal of Tourism and Cultural Change, Tourism Geographies, Current Issues in Tourism*, and *Journal of Tourism and Development*. Most journals documented are dedicated to tourism studies, but some other journals included research in the field, such as *Sustainability* or the *International Journal of Heritage Studies*. The journal entries are more recent, suggesting a diversification of the research interests in the field.

Geographic distribution is considered from two perspectives: the affiliation of the researchers investigating this field and the focus of the research. The authors of the identified studies are based in 48 countries. Only in 10 countries, there are more than five papers represented. Figure 5 presents the geographic distribution of authors and their power to disseminate research.
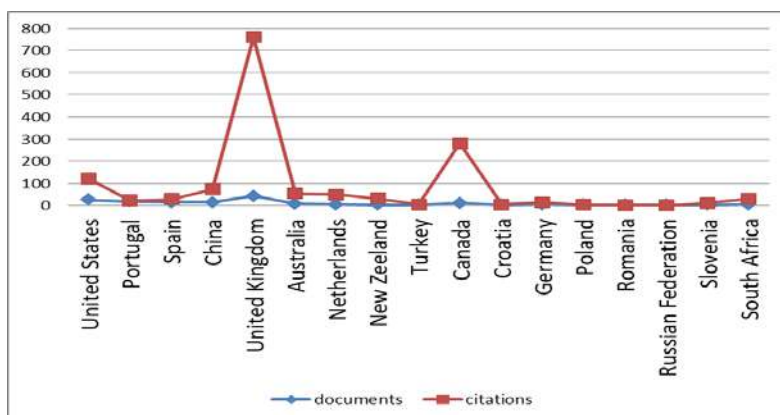

Figure 5. The geographic profile of researchers.
Authors' elaboration

The best-represented countries are the United Kingdom (with 44 papers), the United States (26), and Portugal (19). Considering the impact of the research, contributions of the academics in the UK are the most cited in absolute terms (with 760 citations), but considering the average impact of studies published, the situation is as follows: Canada has 25.5 citations per contribution, UK - 17.3 citation for each paper, the Netherlands - 10 citations, New Zeeland – 8 citation, and Australia – almost 7 citations.

VOSviewer 1.6.18 also revealed some geographic research networks, illustrated in Figure 6. It presents three main clusters: (1) the United Kingdom + the United States + Turkey; (2) the Netherlands + Portugal + Spain; and (3) China + New Zeeland + Australia. We observe that geographic proximity seems to be an influential factor. We also observe a more recent interest in some countries related to this line of investigation, as in the case of Portugal, Spain, and China.
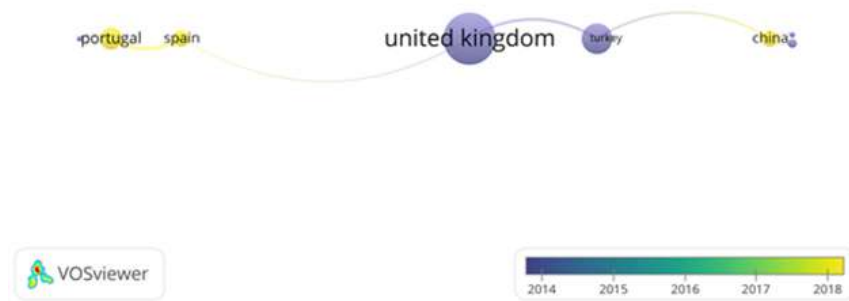

Figure 6. The geographic profile of researchers

Figure 7 shows that researchers based in a certain country tend to research in relation to that country, except the US. Other countries investigated in the context of literary tourism research, including in the mainstream investigations, are Greece, Iran, Japan, Romania, Slovenia, Sweden, Turkey, Albania, Colombia, Estonia, Germany, Hungary, Island, Kenya, Korea, Kosovo, Malaysia, Norway, Poland, and Tasmania.
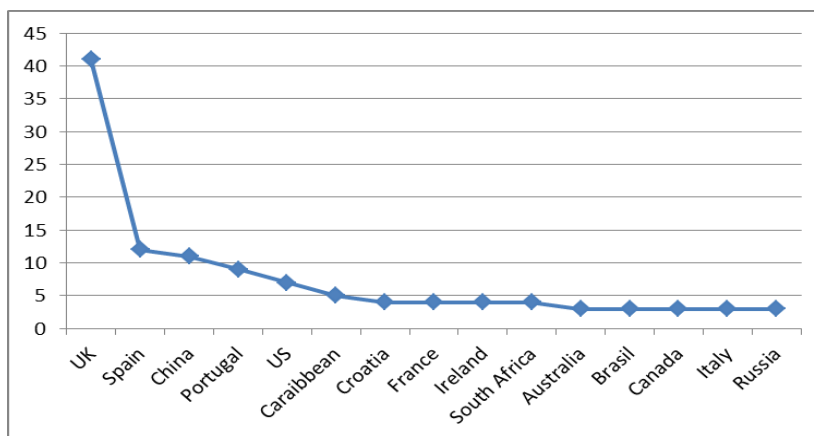

Figure 7. The geographic distribution of the focus of the studies. Authors' elaboration

Figure 8 shows that the main approach is based on the existing literature, followed by case studies. The relatively small number of investigations based on specific research tools suggests that this field is only beginning.
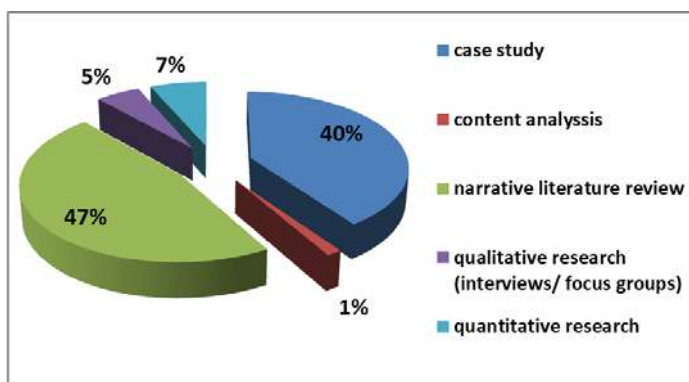
Figure 8. The typology of research. Authors' elaboration

Research topics

As presented before, tourism related to the English literature tends to be the main focus of case studies and other investigations in the field. The case studies are diverse – related to authors, literary works, characters, or places.

To identify the main research topics, we used VOSviewer. The most frequent keywords used are literary tourism and tourism – which are too general; therefore, we excluded them from the analysis. We identified a list of 14 items used at least five times. We also observed that the older studies approach topics more abstract such as the history of tourism and perceptions in relation to heritage, while the more recent studies are more interested in tourism forms and destinations. Figure 9 presents the network of the main research topics, which occur at least 3 times, considering the relatively small number of entries in the database, as well as the wide diversity of the field of research.
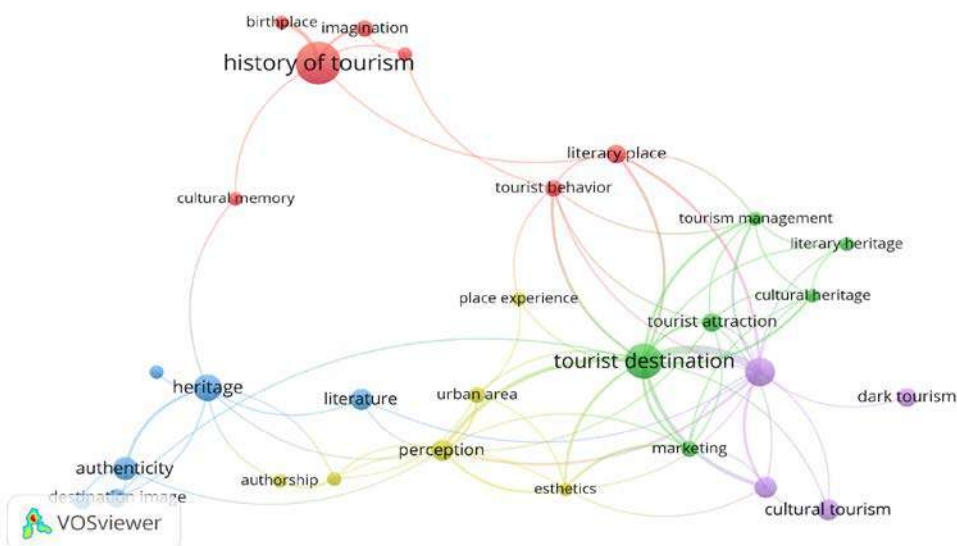

Figure 9. The main investigation network

The network in Figure 9 shows fluid boundaries for the research, respectively low specialization of studies. This is not unexpected considering that case studies are the

most common investigative approaches. Still, a few clusters can be identified (see Figure 9 depicting the main clusters). The "history of tourism" cluster (in red) considers a historic view of the phenomenon. The Heritage cluster (in blue) considers a more general, philosophical, and literary perspective. The tourism destination cluster (in green) is the most complex and diverse one. The heritage tourism cluster (in violet) is investigating various forms of tourism associated with literary tourism. The fifth cluster, the perception one (in yellow), concentrates on immaterial aspects.

Authorship and impact

The papers identified have 247 authors. Only 14 of them have more than 3 papers in the database. Two of them, S.J. Squire (Charleton University, Canada) and G. Busby (Plymouth University, UK), benefit from more than 250 citations for the included studies. VOSviewer analysis also revealed weak cooperation in the field, as suggested by the preliminary analysis of the databases (see Figure 10).
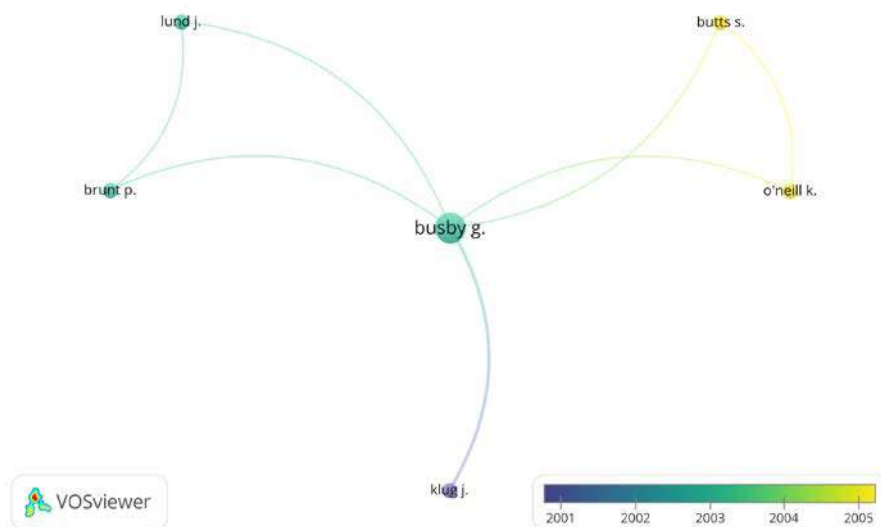

Figure 10. Author cooperation network

To identify the most influential papers, we developed the co-citation network using VOSiewer. From more than 3500 sources, only 14 have been cited more than 10 times, and 6 more than 20 times: Squire, 1994; Herbert, 1996, 2001; Fawcett and Cormack, 2001; Watson, 2006; and Hoppen, Brown, and Fyall, 2014. The wide variety of topics these contributions approach again highlights the heterogeneity of the research in the field.

Conclusions

Literary tourism could significantly contribute to place branding and the prosperity of communities. Destination marketers should place high importance on endowing locations with symbolic and emotional significance since this establishes the foundation for developing place attachment in potential tourists. Marketers should create communication strategies based on literature to evoke an emotional connection with

places in the pre-travel phase. Effective destination management might look into their destinations' literary and media traditions and exploit their potential as a source of traveler traffic. We observe that literary tourism could be used more in developing the destinations' brands including by creating modern novels that have the power to attract tourists. The effect will be multiplied if around the books will be developed an entire experience from producing movies, retail products, food experiences, and other forms of entertainment.

If we have a look at the Romanian market, it is hard to argue that Romania would benefit from literary tourism (especially the international one) based on what was written till now – as the authors and their books weren't sufficiently promoted – but it is a huge potential in attracting award-winning authors to develop stories about places in Romania and also to invest in Romanian authors to create bestsellers that include different destinations, as we are speaking about creativity any city, small or big, can become "overnight" a touristic attraction if interested parties would collaborate with authors and publisher to write the right stories and beside this to develop experiences around them that would attract tourists, summarizing when you do not have the awareness of Harry Potter or you are not the city where the action of Romeo and Juliette happened, you have to write the story and to create the awareness. The good news nowadays is that having the new media tool the word can spread swiftly and what today can be an unknown place with a smart communication strategy can become tomorrow the new Hobbition.

The literature review reveals that literary tourism is a topic that has more potential to be studied, both qualitative and quantitative. The academic interest is rather new and shallow, case studies and narratives are the norm, but the growth potential is significant. Literary tourism is emerging and diversifying. In this framework, we observe that it has the potential for developing innovative business models for the book market. In this vein, we also stress that when youngsters tend to read less, creating experiences that combine tourism with literature can motivate them to read.

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