**Incursiuni în imaginar 9. Poxemica în literatură/
Incursions into the Imaginary 9. Proxemics in literature**

Cosmin PORUMB-GHIURCO, *A Touristic Approach of a Literary and Geographical Space: Transylvania*

Abstract: Studying Transylvania as a literary and geographical space or as a geo-literary space also involves an approach from the field of cultural tourism studies. As a geographical and historical region of Romania, Transylvania is one of the most notorious tourist destinations in the world. Its literary notoriety plays an important role in attracting tourists and building the region's touristic image(ry) often considered as a social and cultural construct due to its West-East antithesis. In this paper, we study the interconnectivity between works of fiction as created cultural forms and their impact on tourism industry and consumer society. The tourist is thus perceived both as a consumer and homo ludens in the postmodern contemporary context. Therefore, the focus is on the acknowledgement that fictional is employed in the non-fictional framework so as to produce anthropic tourist attractions. In the present study, we took into account the fictional profile of Transylvania as a framework for the phenomenon of escapism, which involves the traveller-reader binomial. Thus, studying the ways and means through which the illusion of the fictional is nowadays perpetuated into these places and used to attract avid readers and cinephiles is one of the main research targets.

Keywords: Transylvania; geoliteraryspace; touristimage(ry); traveller-reader binomial; chronotope

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