

# ***PROMOTIONAL STRATEGY OF THE ALBA IULIA FORTRESS***

Author **Andreea Muntean**

*N/A*

Author **Lucian Marina**

*N/A*

***Abstract:***

*The specific character of The Fortress of Alba Iulia results from its value as an element of historical and cultural patrimony. This value must be kept and brought into prominence, and for this it must be promoted with the help of cultural tourism. This paper presents some issues regarding the promotional strategy of the Alba Iulia Fortress.*

***Keywords:*** *promotional strategy, cultural tourism*

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