

## Mythical Geography, Collective Imaginary and Spiritual Patrimony in the Romanian Carpathians: A Tourist Image Component

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**Abstract :** The literature incorporating geographical or tourist-geographical themes and explicit references to the Carpathian area is extremely abundant. Through this paper, we attempt to “undermine” the traditional, tourist-geographical approaches of the Carpathian Arch by targeting an aspect often regarded as marginal but which, if examined, even only empirically, takes the form of a vast problem with multidisciplinary vocation. Therefore, we propose a more extravagant yet pro-touristic approach to the Romanian Carpathian geo-space. Consequently, the explicit goal of this approach consists precisely in broadening the multidisciplinary, essentially geographic scope of the research, the vision and mental representation of the Carpathian area by advancing a lever that would symbolize a different kind of unification between geography and tourism on a more intimate, subtle, mythological and archetypal level. The spiritual and mercantile dimensions of the tourism field in general and of the local Carpathian tourism can meld harmoniously together in order to create a common territorial reality of referral and favorable perspectives for the consolidation of their symbiotic relationship.

**Keywords :** tourist image, mythical geography, collective imaginary, spiritual patrimony, Carpathians

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