

Erasmus Blended Intensive Program – Rural Sustainable Tourism in Transylvania

When?

Physical mobility:

March 4th-11th, 2023 (Erasmus Short Mobility)

Virtual component:

- ✓ PRIOR to the physical meeting: March 1st - 3rd, 2023,
- ✓ AND AFTER the physical meeting: March 14th - 31st, 2023

Who?

Partners involved:

- ✓ *Babeş-Bolyai University (host university)*
- ✓ *University Tor Vergata Rome*
- ✓ *Lusofona University*

Students involved:

- ✓ *a minimum of 10 students, max 12, from each partner university, and*
- ✓ *students enrolled at universities affiliated with the EUTOPIA European University alliance.*

Where?

in Cluj-Napoca and in rural areas of Transylvania (Romania)



Upon the successful completion of the program, each student will be granted 4 ECTS, validated through the Learning Agreement.

Program Goals

The spring school program entitled ***Rural Sustainable Tourism in Transylvania*** lasts one month (March 1st-31st 2023, of which the in-presence mobility will be in Cluj-Napoca and surroundings from March 4th-11th 2023. The program consists of lectures, workshops, and case studies concerning rural tourism, economics, innovation, and competitiveness, all in view of sustainable development. Both the students and professors will participate in workshops organized in cooperation with local entrepreneurs, take sightseeing tours, and discover successful business examples in rural destinations that have managed to capitalize on the natural and cultural heritage.

The **goal** of the program is to foster collaboration and exchange of ideas among students and professors in an intercultural and multidisciplinary environment. Students attending the summer school will learn more information about Transylvania and its rich history and multicultural heritage. They will participate in a "Country Presentation Dinner" where they present their countries and their traditional products.

What to expect?

- ✓ presentations,
- ✓ team tasks,
- ✓ discussions during the meetings (with stakeholders, entrepreneurs, professionals, etc.);
- ✓ study trips aim to provide students with the following **competencies**:
 - ✓ to understand the importance of rural tourism as an alternative for rural development in Transylvania;
 - ✓ to identify stakeholders in rural destinations and to understand their roles;
 - ✓ to understand the significance of sustainability in rural tourism;
 - ✓ to recognize the dimensions of sustainability in rural tourism;
 - ✓ to be able to analyze and evaluate the current issues and implications of responsible tourism;
- ✓ work in international teams with students from the partner universities over the world;
- ✓ develop a better intercultural understanding;
- ✓ practice your English.

Project-based evaluation: *Considering the Transylvanian rural sustainable tourism supply, develop a tourist product that can address international markets.*

Practical information:

Prior to the trip online activities (March 1 st -2 nd , 2023)	Kick-off meeting and program presentation; initial lecture, open to other students, too	
week March 4 th -11 th , 2023		
Timeframe	9-13h	15-19h
March 5 th , 2023	welcoming & organizational activities, lecture	case study-based workshop
March 6 th , 2023	lectures, practical activity/coaching activity	study trip, workshop & meetings with entrepreneurs
March 7 th , 2023	lectures, workshop & meetings with entrepreneurs	
March 8 th , 2023	stakeholders’ interventions	rural tourism lab
March 9 th , 2023	lectures	field trip & business model presentation
March 10 th , 2023	project preparation time	conclusions & final discussions
After the trip online activities March 12 th -20 th , 2023	Students work online on developing their projects and project pitches.	
March 31 st (the latest)	online presentations of final projects, open to other students, too	

Estimated Costs

Attending students should expect a cost of 155 Euro, covering *meals* (breakfast, lunch, and dinner) and *accommodation* (available in student dorms, by request). The host university covers the educational trips scheduled for March 6th, 7th and 9th and program related materials.

The program is open to students from the two BIP partner universities (**University Tor Vergata Rome** and **Lusofona University**) and also to students enrolled at universities affiliated with the **EUTOPIA European University alliance**.

Attending students can apply at the home university for Erasmus Short Mobility programs, to obtain the scholarship that covers travel, accommodation and living costs. To APPLY, access the following link <https://forms.office.com/e/9w6JwVK8cP>.

The deadline for the submission of the online application is February the 15th at 12.00.

