

BLENDDED INTENSIVE PROGRAM
A.Y. 2023-2024

TOURISM ECOSYSTEM IN RURAL
AREAS: LIFESTYLE
ENTREPRENEURS AND CREATIVE
TOURISM

Event venue
Universidade Lusófona
March 2024

1. The project

A. Partners involved

- Universidade Lusófona - Portugal
- University of Rome Tor Vergata – Italy
- Babes-Bolyai University – Romania

B. Students involved

- Max 10 students from Universidade Lusófona
- Max 10 students from University of Rome Tor Vergata
- Max 10 students from Babes-Bolyai University

C. Pedagogical project

The goals of this course are:

- 1) to provide an in-depth understanding of the key concepts of this course (lifestyle entrepreneurs, creative tourism, and local community impacts in a rural context);
- 2) enhance research and analysis skills;
- 3) promote meaningful intercultural exchange;
- 4) help provide a solution to a real-life problem identified by a rural community in relation to tourism;
- 5) identify sustainable, regenerative tourism solutions to local development in rural areas using culture and local entrepreneurs as a resource;
- 6) expose students to a variety of stakeholders (eg Turismo Centro, Gois municipality, local tour operators, environmental and cultural NGOs) and their different perspectives on community impacts of lifestyle entrepreneurs;
- 7) Use innovative online tools to facilitate collaborative learning

D. Online activities

The online activities will be scheduled on March 1st and 31st, 2024

The student will be prepared with general introductory parts to cultural, creative and collaborative tourism, with parts also connected to sociology.

E. Onsite activities

All the activities in presence will be organized Universidade Lusófona from March 6th, 2024 to March 14th, 2024 (Includes 3-day fieldtrip in Gois, Central Portugal).

Activities include: Poster Bios (ice-breaking activity, to get to know each other); Virtual Padlet Trip (Self-guided visit of Lisbon, taking pictures of themes related to the BIP and then

uploading to Padlet with a caption of why), workshops, lectures, stakeholder talks, interviews, co-working sessions, final social event.

Goals: To provide an intensive, international learning experience for students who want to improve their knowledge of rural tourism entrepreneurship and learn about the intriguing world of lifestyle entrepreneurs and the tourism governance ecosystem in which they exist. Results include the production of student presentations on the analysis of interviews taken in Gois on the governance of tourism and community impacts from the point of view of various stakeholders, plus production of a booklet summary to be given to Gois municipality. One video on fieldwork.

F. Associated ECTS

Each participant will receive an attendance certificate.

The course workload is 6 ECTS and it can be validated through a Learning Agreement.

2. Funding and scholarships

The project is founded by ERASMUS+ and students from the University of Rome Tor Vergata will have a scholarship to cover the costs related to the short-term physical mobility. All the students enrolled in a PhD or master for the academic year 2023-2024 are eligible for the scholarship.

Scholarships will cover the travel tickets and students will have a fixed amount of payment for each of the 5 days of stay in Lisbona and Gois for covering the accommodation cost. For further information about the financial aid you can refer to the university website:

<https://web.uniroma2.it/it/percorso/campus/sezione/blended-intensive-programme-bip?%3E>

The call for scholarships will be published on December 22nd, 2023, **and students must apply by January 11th, 2024 (12.00).**

Results of the call will be published on the website in two weeks after the closing of the application period.

3. Application requirement and evaluation requirements

BIP Application requirements for Tor Vergata students:

- The academic career will be evaluated at: December 31st, 2023
- Application deadline is scheduled for: January 11th, 2024 (12.00)
- The academic career that will be considered is the final grade at the master of science or the single cycle degree and the for graduating.
- Applicants have to be enrolled to a master of science offered by the University of Rome Tor Vergata.
- English language requirements: English B2

On the basis of the topic of the BIP, 10 additional points will be assigned to all the students who earned ECTS in the following scientific areas related to tourism activities: M-GGR/01, M-GGR/02, ICAR/21 and ICAR/21.

For a description of the scientific areas please refer to:

www.cun.it/uploads/storico/settori_scientifico_disciplinari_english.pdf

4. Contact information

For any issue related to the application BIP please refer to:

Academic reference contact

Prof. Giuseppe Bettoni

E-mail: giuseppe.bettoni@uniroma2.it

Administrative reference contact

Dr. Mirabela Salavastru

E-mail: mirabela.salavastru@uniroma2.it

5. Application procedure

To APPLY, access the following link: <https://forms.office.com/e/m1QYSj4kbp>

The deadline for the submission of the online application is January 11th, 2024 (12.00).