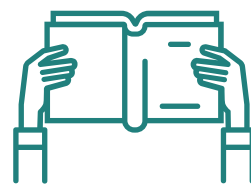


# PAST to FUTURE. Rural Development through Heritage and Tourism

2025

BIP Program



Summer School

Heritage: European  
Cultural Value

**BIP CODE: 2023-1-RO01-KA131-HED-000129252-1**

**Partner universities:**

University of Applied Sciences, Augsburg (Germany) (TU)

University Zielona Góra (Poland) (UZ)

Università degli Studi Niccolò Cusano (UC)

**Coordinator:**

Ștefan cel Mare University, Suceava (USV)



## **Objective and Description: PAST to FUTURE**

**PAST to FUTURE** is an innovative, interdisciplinary summer school that offers a comprehensive approach to heritage studies and the sustainable development of rural communities. The program brings together a diverse range of specializations and will use as a pilot case a village in the Bukovina region — known for its rich historical, industrial, and cultural heritage, its multi-ethnic population, abundant natural resources, and strong potential for sustainable tourism.

Students will gain new skills in heritage protection and develop practical strategies for rural regeneration through tourism. Emphasis will be placed on leveraging local assets such as natural landscapes, vernacular architecture, industrial heritage, and intangible cultural traditions.

### **Main Objectives:**

The primary aim is to familiarize students with:

- **Fieldwork methods** and documentation techniques,
- The **valorization of tangible and intangible cultural heritage**,
- The use of **traditional and modern technologies** such as interviews, filming, data processing, and 3D scanning.

Upon completion, students will have developed competencies in **heritage research and interpretation**, and in planning for **sustainable tourism development using participatory approaches**.

## **Program Overview**

### **Day 1 (21<sup>st</sup> of July):**

The opening ceremony will take place in the Senate Room of the Ștefan cel Mare University, Suceava (Building A) and will kick off the program, introducing the workshop coordinators, the participants and the partners. After lunch, we will visit the **Bucovina Village Museum** and the **Suceava Citadel**.

### **Day 2 (22<sup>nd</sup> of July):**

Round trip in Bucovina. The program includes visits to two **UNESCO World Heritage Sites** – the **Painted Churches of Northern Moldavia** ([UNESCO Link](#)) – and visits to **heritage interpretation centres** and **craft workshops**, offering deep insights into the cultural landscape and tourism potential of the region. The last stop will be the village of **Cacica**, which will host the main BIP (Blended Intensive Program) activities.

### **Thematic Workshops (Days 3–7):**

The program combines theoretical input with practical, hands-on activities aimed at both student training and the development of strategic support for local community growth through tourism. Activities are carried out in partnership with **Cacica Municipality** and supervised by academic staff and local experts.

- **Workshop 1 PACT (Patrimony, Animation of Community and Tourism): Exploring heritage resources for sustainable development of tourism (USV, UC)**  
→ Focus: participatory planning and leveraging local assets, through community-based tourism development
- **Workshop 2 (Heritage Lab): Heritage research and interpretation (USV, UZ)**  
→ Focus: documentation, communication, and promotion of cultural heritage
- **Workshop 3 (PAST- Patrimony of Traditional Village): Traditional materials and construction techniques. Preservation of built heritage (USV, TU)**  
→ Focus: knowledge transfer toward sustainable architecture and design

These workshops will include a mix of **fieldwork**, **lectures**, **teamwork**, **stakeholder meetings**, and **community engagement**.

## **Methods and Outcomes**

The program enables an immersion in the **PAST**, uncovering heritage through historical exploration and hands-on engagement with traditional crafts and materials. At the same time, it opens pathways to the **FUTURE** by generating student-led solutions and proposals to better understand, safeguard, and promote cultural heritage.

The course combines **experiential** and **immersive learning** with a highly practical approach. Key methodologies include:

- Participatory observation
- Case studies
- Hands-on workshops
- Critical problem-solving and analytical thinking
- Heritage documentation using digital tools (e.g. drone photography, 3D scanning, social media)

Students will also engage in **focus groups** with local community representatives, deliver **group presentations**, and collaborate in **interdisciplinary teams**.

## **Final Presentation:**

The program will conclude with student-led presentations, where participants share their findings, proposed actions, and strategies with peers, academic mentors, and members of the local community.

The results will contribute to a community-led development plan, for the sustainable development of tourism, encouraging a bottom-up approach to heritage valorization, “reselling” the heritage to the local community and changing their perception and perspective.

## **TOPICS and workshops PAST to FUTURE**

### Workshops (Days 3–7)

Organized in partnership with **Cacica Municipality** and supervised by lecturers and community stakeholders:

#### *Workshop 1: Exploring Tourism Resources for a Sustainable Community (PACT – Patrimony, Community Animation and Tourism)*

- Focus: Tourism development of the Cacica, for a future sustainable destination;
- Activities:
  - Round tables with tourism organizations and stakeholders about destination management, sharing economy and circular tourism: "Sustainable Tourism: The Phenomenon of the "Albergo Diffuso" in Italy";
  - Analysis of best practices from Italy and their applicability to Cacica;
  - Proposal for additional tourism activities (based on social economy and community involvement), that could lead to a better tourism experience and an enhanced tourism satisfaction;
- Output: Drafted list of recommendations for sustainable tourism development in Cacica; Fact tourism activities.

#### *Workshop 2: Heritage Research and Interpretation (HERITAGE Lab)*

- Focus: Documentation and promotion of the cultural landscape
- Activities:
  - Develop a resource map of the community with the support of the Workshop Experts (WS experts), using the 2024 edition compiled data;
  - Study the forms, uses, and meanings of Bukovina's cultural heritage and its relation to tourism;
  - Interpretive storytelling activities aimed at enhancing the visibility of selected heritage buildings, by crafting engaging narratives (*Heritage Story Posters*) to be disseminated digitally using QR code technology;
  - Placing the QR codes on the printed map and on the selected sites, for immersive historical experiences;
  - Exploring the role of AI in promoting heritage;



- Student output: Proposals for heritage enhancement tools presented to the community and Heritage Story Posters promoted and accessible through QR codes; QR codes installed and functional.

*Workshop 3: Traditional Materials and Sustainable Architecture (PAST- Patrimony of Traditional Village)*

- Focus: Discovering and analyzing traditional construction techniques
- Activities: Hands-on workshops coordinated by local artisans and by WS Coordinators.
- Materials: Focus on clay, wood and stone.
- Venue: PAST Heritage Centre, the experiential house in Cacica.

Through detailed analysis of historical buildings, students will examine materials, construction techniques, artisanal processing and finishing methods, architectural design, ornamentation, and decorative details. In addition, attention will be given to social, cultural, and environmental influences, as well as the significance of architectural ensembles within their broader context.

A key focus of the program is the practical application of knowledge learnt on-site. Students will collaboratively design and construct an exposition pavilion featuring 4–5 mock-ups of traditional wall systems. These will incorporate materials such as timber, clay, hemp-lime mixtures, and wooden shingles, showcasing diverse construction approaches rooted in vernacular traditions.

To better understand the workflow of a building process, students will also assess the current state of an ongoing renovation project. Based on this analysis, they will develop a project roadmap outlining the steps needed for completion, from evaluation to planning and implementation.

Each day blends **field trips, lectures, teamwork, and stakeholder meetings**, ensuring both immersive learning and practical impact.

### Community in Action

**The members of the community will be present during the Summer School, giving support to the students in the identification of new relevant heritage assets, giving input about the tourism development and providing support in accommodation of the students in Cacica.**



## ONLINE MODULES (Virtual component) June 11 – July 14

Date	Topic
11 June 17.00-20.00  USV, UC, all partners	<ol style="list-style-type: none"> <li>1. Introduction and presentation of the BIP. Previous experiences. (USV)</li> <li>2. Presentation of partner universities. (all partners)</li> <li>3. Introduction of participants (all students)</li> <li>4. "Introduction to the Circular and Sharing Economy" (UC)</li> <li>5. Q&amp;A session</li> </ol>
12 June 17.00-20.00  TUA, USV, all partners	<ol style="list-style-type: none"> <li>1. Research area. Familiarization with the research territory. Problem statement. (USV)</li> <li>2. Tourism and community development (WS1). Results from previous years. (USV)</li> <li>3. "Old building materials new interpreted" (TUA)</li> <li>4. Q&amp;A session</li> </ol>
24 June 17.00-20.00  USV, UC, all partners	<ol style="list-style-type: none"> <li>1. "Sharing Economy in the Tourism Sector". Presentation (UC).</li> <li>2. Heritage research and interpretation (WP2). (USV, UZ). Invited speaker: Prof. Daniela Moisa (UQAR Canada)</li> <li>3. Presentation of the Cacica Tourism Interpretation Trail "People and Salt".</li> <li>4. Q&amp;A Session.</li> </ol>
3 July, (USV, TUA) 18.00-20.00 CET  TU, USV, all partners	<ol style="list-style-type: none"> <li>1. Discovering and analysing traditional materials and construction techniques. Transfer to a future and sustainable architecture. Presentation: "Traditional Romanian Buildings". (WP3) (TUA)</li> <li>2. "Community development and the role of community facilitator". Invited speaker: Luca Ciubotariu</li> <li>3. Presentation of documentation and reading materials.</li> <li>4. Q&amp;A session</li> </ol>
14 July (all)	Final Q&A Sessions, presentation of the program
Individual Work (aprox 14 hours)	Simultaneous processing of tasks that are part of BIP and the achievement of learning outcomes. Study of learning material and development of Workshop reports.

**ONSITE PROGRAM. Suceava (21<sup>st</sup> of July), Cacica (22<sup>nd</sup>-27<sup>th</sup> of July).**

**ONSITE PROGRAM. Suceava (21<sup>st</sup> of July), Cacica (22<sup>nd</sup>-27<sup>th</sup> of July).**

**19<sup>th</sup> July. Arrival, German Students.**

**20<sup>th</sup> of July Arrival, Polish Students**

**21<sup>st</sup> of July Arrival, Italian Students**

**Accommodation:** Student Hostel, Stefan cel Mare University Campus; Continental Hotel, Suceava.

## Monday, 21<sup>st</sup> of July / Suceava

21st July Monday	<b>10.00 – 11.00 BIP and Summer School Opening.</b> Welcome Speech (Stefan cel Mare University, Suceava; Room of the Senate. Meeting Point: in the front of the A Building of USV). Presentation of the BIP Participants
Suceava	<b>11.00 – 11.30 Key Lecture:</b> Heritage and modernization: In search of the balance, Prof. Carmen Chasovschi 11.30 - 12.30 Presentation of the program and of the workshops. Introduction of the schedule and workshop coordinators. Discussion. Q & A. 12.30 – 13.00 Campus Tour 13.00 – 14.00 Lunch at USV Restaurant 14.00 – transfer to Bucovina Village Museum 14.30-15.30 – Visit of the Village Museum, Suceava. Vernacular architecture of Bucovina. Key Speaker Violeta Enea, Bucovina Museum. 15.30-16.30 – Visit of Bucovina Citadel. 17.00 – Transfer to USV (IT, PL, RO) / Cacica (GE).

## Tuesday, 22<sup>nd</sup> of July: Bucovina Round Trip – Suceava – Cacica – Vama – Sucevița – Putna – Bilca – Arbore.

22 <sup>nd</sup> of July Tuesday	9.00 – 19.00 <b>Bucovina Study Trip: Vama-Sucevița-Putna-Bilca-Arbore.</b> Visit of UNESCO Monasteries (Sucevița, Arbore) and of Heritage Centres (Putna, Bilca). Meeting point at 9 a.m.: Main entrance to A Building USV Visit of <b>Bilca Shingle Workshop.</b> <b>PUTNA Heritage Centre;</b> The story of Aioanitoaie House relocation <b>Final stop:</b> Cacica. Check in and accommodation.
<b>Vama-Sucevița-Putna-Bilca-Arbore.</b>	

## Wednesday 23<sup>rd</sup> of July A.M. / Cacica

### Workshop 1 (PACT)

### Workshop 2 (Heritage Lab)

### Workshop 3 (PAST)

23 <sup>rd</sup> of July Wednesday	9.00 – 9.30 Welcome & Orientation Session. <b>Meet local hosts and partners / Briefing on workshop goals and logistics (WS coordinators).</b> 10.00 – 13.00. Round table <b>"Bucovina and Cacica: a multicultural space"</b> <b>Cacica: Salt and People</b> , Nicoleta Buliga, Pîrtești "Nicanor Morosan" School (history teacher) <b>Different Cultures, One Region: The Role of Multiculturalism and Multiethnicity in Bukovina</b> , Carol Mohr, Rădăuți, Bucovina Institute of Romanian Academy, <b>Tourism Development of Cacica</b> , Paul Croitoriu, Cacica City Hall (Cacica tourism department) <b>Discovering Cacica: A Heritage Walk</b> (the Salt Mine and the Trail Salt & People)
<b>9.00-13.00</b>	
Cacica, Eco-Library PAST Heritage Centre	

<b>Lunch 13.00-14.30</b>	<b>Nationalities House (RO:Casa Naționalităților) for WS1, WP2 and WS 3.</b>		
15.00-17.00	<b>14:30-17.00</b> <b>WS 1 Activities</b> <b>Location:</b> Eco-library / Planning ahead for the coming days  Guided walking Tour (Dinu Oprea, USV). Identification of general tourism and heritage resources. Field observation for visual mapping of tangible and intangible heritage.	<b>14:30-17.00</b> <b>WS 2 Activities</b> <b>Location:</b> Eco-library / Planning ahead for the coming days  Guided walking Tour (Dinu Oprea, USV). Distribution of worksheets (field documentation for mapping of biodiversity and local heritage resources).	<b>14:30-17.00</b> <b>WS 3 Activities</b> <b>Location:</b> PAST Heritage Centre/ Planning ahead for the coming days  Presentation of the workshop territory. Previous activities and results of last year. Preparation of clay workshop // preparation of the working field and materials.
<b>Thursday, 24th of July / Cacica</b>	<b>Workshop 1 (PACT)</b>	<b>Workshop 2 (Heritage Lab)</b>	<b>Workshop 3 (PAST)</b>
24 <sup>th</sup> of July Thursday 9.00 – 9.30	<b>Opening and Icebreaking. Briefing of the previous day</b> <b>Presentation of the daily program (workshops coordinators).</b>		
9.30-13.00	<b>Visit of tourism accommodation structures in Cacica</b>  Goal: Identification of tourism and heritage resources. Monitoring and quality assessment of destination elements (hard, soft, environment)  Identification of most important stakeholders for destination management	Inventory of the resources identified in the past editions.  Task distribution (2 teams that will be covering different areas) for field documentation of biodiversity and local heritage: natural and socio-cultural resources). Presentation: "Apotropaic motifs in wooden architecture" (UZ, Adrianna Menazyk). Field research and Informal observations and interviews using <b>heritage interpretation sheets</b> .	Experiencing traditional materials, used in the vernacular buildings  WS1.1 Clay Day (2) (Pascal Garnier). Workshop for clay preparation  WS1.2. WWW – Working with Wood. Demonstration of Shingle carving / cutting procedures (Wood Shingle) – Draniță de Bucovina  WS1.3. Mock Up Workshop (Câneparul Ovanes).
<b>Lunch 13.00-14.30</b>			



14.30-17.00	<p><b>14:30-16.00</b>  <b>WS 2 Activities</b>  <b>Location:</b>  Eco-library / Planning ahead the Community (guests: Cacica Municipality, tourism entrepreneurs)</p> <p><b>16.00- Listening to the community</b>  (meeting with the Tourism Businesses from Cacica and Tourism Municipality). Agenda: (1) Destination management in rural areas – presentation (RO); (2) Community based tourism – presentation. Best Practices in Development of Tourism in Rural Areas (IT); (3) <b>Community Dialogue Circle</b>  Focus group with local actors: authorities, guesthouse owners, teachers, young people. Discuss: values, tourism aspirations, current challenges, missed opportunities.</p>	<p>Visual mapping of tangible and intangible heritage. Documentation using mobile apps and sketch maps.</p> <p>Introduction to participatory tourism planning models</p> <p><b>Round table of discussions:</b>  Analyzing the modalities to integrate the information gathered from previous editions (2023, 2024 on the G Map and digital Map)</p> <p>Preparing the heritage info-sheets (will be accessed using QR Codes)</p>	<p>Experiencing traditional materials, used in the vernacular buildings</p> <p>WS1.1 Clay Day (2) (Pascal Garnier). Workshop for clay preparation</p> <p>WS1.2. WWW – Working with Wood. Demonstration of Shingle carving / cutting procedures (Wood Shingle) – Draniță de Bucovina</p> <p>WS1.3. Mock Up Workshop (Câneparul Ovanes).</p>
Salty Party 19.00-23.00	Salt Mine Courtyard (TBC). Please contribute all, at 17.00, in setting up the event space (decorations based on natural, reusable materials are welcomed).		
Friday, 25 <sup>th</sup> of July / Cacica	Workshop 1 (PACT)	Workshop 2 (Heritage Lab)	Workshop 3 (PAST)
25 <sup>th</sup> of July Friday 9.00 – 9.30	<b>Opening and Icebreaking. Briefing of the previous day. Presentation of the daily program (workshops coordinators).</b>		
9.30-13.00	<p><b>Design Lab: Rural Tourism Experiences</b>  Co-design pilot tourism experiences, that will fit with a sustainable tourism (e.g.): <b>Cacica Slow Trail</b> (eco-pilgrimage &amp; forest bathing); <b>Taste of Bucovina</b> (culinary storytelling &amp; cooking workshop with recipes from different minorities); <b>Salt Tales</b> (interpretive visit</p>	<p>Field research and Informal observations and interviews using <b>heritage info sheet</b>. Gathering new data, on the field.</p>	<p>Experiencing traditional materials, used in the vernacular buildings</p> <p>WS1.1 Clay Day (2) (Pascal Garnier). Workshop for clay preparation</p> <p>WS1.2. WWW – Working with Wood. Demonstration of Shingle carving / cutting</p>

	with community narrators); Sensorial Trail etc. Identification of most important stakeholders for destination management and of local partners that could coordinate the generated/co-designed tourism activities.		procedures (Wood Shingle) – Draniță de Bucovina  WS1.3. Mock Up Workshop (Câneparul Ovanes).
<b>Lunch 13.00-14.30</b>	<b>"Casa Naționalităților" for WS1 and WP2, and PAST Centre for WS 3</b>		
14.30-17.00  Cacica, Eco-Library / PAST Heritage Centre	Group discussions and completing of "Tourism Activity Description Template" for the new identified activities.  <b>Final vision statement, from a non-local perspective:</b> What kind of tourism fits Cacica's identity?	Unifying the old and new data on a new Google Map and on the online Map (1 group). Storytelling and writing the stories of identified houses.  Writing the <b>heritage info-sheets</b> , issuing the QR Codes.  Producing the printed panels that will be posted / stuck on the houses (fences).	Experiencing traditional materials, used in the vernacular buildings  WS1.1 Clay Day (2) (Pascal Garnier). Workshop for clay preparation  WS1.2. WWW – Working with Wood. Demonstration of Shingle carving / cutting procedures (Wood Shingle) – Draniță de Bucovina  WS1.3. Mock Up Workshop (Câneparul Ovanes).  WS1.4. Stone cutting / construction of a consolidation stone wall (TBC),
<b>Saturday, 26th of July / Cacica</b>	<b>Workshop 1 (PACT)</b>	<b>Workshop 2 (Heritage Lab)</b>	<b>Workshop 3 (PAST)</b>
26th of July Saturday 9.00 – 9.30	<b>Opening and Icebreaking. Briefing of the previous day Presentation of the daily program (workshops coordinators).</b>		
Cacica, Eco-Library /PAST Heritage Centre	Group discussions and completing of "Tourism Activity Description Template" for the new identified activities.	<b>Installing the QR Codes in the village and on the Cacica Info Board (near to the Salt Mine)</b>	<b>PAST Heritage Centre</b> Experiencing traditional materials, used in the vernacular building:

	<b>Final vision statement, from a non-local perspective:</b> What kind of tourism fits Cacica's identity?  Preparation of the final presentations of group results. Location: Eco-Library / PAST Heritage	Preparation of the final presentations of group results. Location: Eco-Library / PAST Heritage	WS1.3. Mock Up Workshop (Câneparul Ovanes).  WS1.4. Stone cutting / construction of a consolidation stone wall (TBC)  Location: PAST Heritage Centre
<b>Lunch 13.00-14.30</b>	<b>"Casa Naționalităților" for WS1, WS2. PAST Centre for WS3</b>		
26 <sup>th</sup> of July Saturday  Cacica, Eco-Library / PAST Heritage Centre	Final presentations of group results. Location: Eco-Library Certificates and follow up. <b>Erasmus Online Survey.</b> Workshop provided by ABAU: Heritage Tree	<b>Placing the QR Codes in the village and on the Cacica Info Board (near to the Salt Mine)</b> Preparation of the final presentations of group results. Location: Eco-Library / PAST Heritage Workshop provided by ABAU: Heritage Tree	<b>PAST Heritage Centre</b> Preparation of the final presentations of group results. Location: Eco-Library / PAST Heritage Workshop provided by ABAU: Heritage Tree
<b>Sunday, 27th of July / Cacica</b>	<b>Workshop 1 (PACT)</b>	<b>Workshop 2 (Heritage Lab)</b>	<b>Workshop 3 (PAST)</b>
27th of July Saturday, 10:00	<b>Opening of final day of the program. SHARING &amp; CELEBRATING</b>		
<b>10.00-11.30</b>	Final Presentation & Community Feedback Session. Final evaluation of BIP Participants		
<b>Lunch 13.00-14.30 " Casa Naționalităților"</b>			
<b>15.00-17.00</b>	<b>Final evaluation of BIP Participants (Part two)</b> Student Reflection & Evaluation Session. <ul style="list-style-type: none"><li>• Individual takeaways and group synthesis</li><li>• Prepare outputs for sharing: photos, documents, contact lists.</li></ul>		
<b>BIP Coordinator:</b>	<b>Carmen Chasovschi, Associate Professor Contact:</b> <a href="mailto:carmenc@usm.ro">carmenc@usm.ro</a>		