



ERASMUS+

Joint Blended Intensive Programme (BIP) for NEOLAiA Students in Cultural Heritage, Rural Regeneration, and Tourism Development

BIP CODE: 2024-1-RO01-KA131-HED-000205764-2

PAST to FUTURE

Rural Development through Heritage and Tourism

Programme Dates:

Virtual activities: 27 May, 1st, 3rd, 24th of June 2026

On-site activities: 08-12 June 2026

Venue: University "Stefan cel Mare" Suceava, CERC TOUR – Center for Research and Competences in Tourism // Cacica Village

Application Deadline: 31 March 2026

Programme language: English

Level: EQF levels 6, 7, and 8 (Bachelor's, Master's, and Doctoral studies). The programme welcomes students with academic backgrounds in tourism, history, anthropology, and architecture as well as students from other related fields, upon consultation.

Credits: 3 ECTS for Economics students. For other degree programmes, credit recognition will follow each Course Council's guidelines.

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<https://cerc.usv.ro/summer-schools/>

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, rich natural resources, and strong potential for sustainable tourism.

The summer school enables participants to acquire advanced skills in heritage protection and to develop practical, context-based strategies for rural regeneration through tourism. Particular emphasis is placed on the valorisation of local assets, including natural landscapes, vernacular architecture, industrial heritage, and intangible cultural traditions.

Main Objectives:

The primary objective of the programme is to familiarise students with:

- Fieldwork methodologies and heritage documentation techniques;
- The valorisation and interpretation of both tangible and intangible cultural heritage;
- The application of traditional and digital tools and technologies, including interviews, audiovisual documentation, data processing.

Upon completion of the programme, students will have developed competencies in heritage research and interpretation, as well as in the design of regenerative tourism, based on participatory and community-centered approaches.

On-site program overview (8-12 June). University Stefan cel Mare, Suceava

**8 June. BIP Opening, University Stefan cel Mare, Suceava (University Street, no. 13)
Presentation of BIP Workshops and creation of working groups. Introduction**

9 June. Bucovina Study Trip. Understanding tourism & heritage

The program includes visits to two **UNESCO World Heritage Sites** – the **Painted Churches of Northern Moldavia** ([UNESCO Link](#)) – and visits to **heritage interpretation centers** 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 (9-12 of June)

Cultural Anthropology, Tourism, History and Heritage.

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 local NGOs and supervised by academic staff and local experts.

- **Workshop 1. PACT: Patrimony, Animation of Community and Tourism. Regenerative Tourism Lab; Coordinators: Alessandra Vitale, Paul Ivan.**
- **Workshop 2. HERITAGE LAB: Heritage research and interpretation; Coordinators: Magda Gradinariu, Anamaria Ovadiuc, Constantin Ilaş.**
- **Workshop 3. PAST: Patrimony of Traditional Village / Patrimony, Salt, Tourism. Preservation of built heritage, as resource for tourism development. Coordinators: Daniela Moisa.**

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 valorisation, “reselling” the heritage to the local community and changing their perception and perspective.



ONLINE MODULES (Virtual component) 27 May, 1st, 3rd, 24th of June 2026

Date	Topic
27 May 17.00-20.00 all partners	<ol style="list-style-type: none"> 1. Introduction and presentation of the BIP. Previous experiences. (USV) 2. Presentation of partner universities. (all partners) 3. Introduction of participants (all students) 4. "Introduction to the Circular and Sharing Economy" (UC) 5. Q&A session
1 st of June 17.00-20.00 all partners	<ol style="list-style-type: none"> 1. Intro. Hopes & Feares. Expectations management 3. Partner presentation: Zielona Gora University 4. Cultural landscape and tourism development in Romania 5. Key lecture: Regenerative tourism. Alessandra Vidale, Uni Cusano 4. Q&A session
3 rd of June 17.00-20.00 all partners	<ol style="list-style-type: none"> 1. Familiarization with the research area. Familiarization with the research territory. Problem statement. (USV) 2. Tourism and community development. Results from previous years. (USV) 3. Heritage research and interpretation. Invited speaker: Prof. Daniela Moisa (UQAR Canada) 3. Presentation of the Cacica Tourism Interpretation Trail "People and Salt". 4. Q&A Session. Presentation of the program.
24 th of June (all)	Final Q&A Sessions, presentation of the final workshop results.
Individual Work	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 (8th of June), Infotrip Bucovina (9th of June), Cacica (10-12th of June).

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

Monday, June 8 / Suceava

Monday June 8 Suceava	<p>9:45 Meeting Point: in the front of the A Building of USV. 10.00 – 10.30 BIP and Summer School Opening. Welcome Speech (Stefan cel Mare University, Suceava; Room of the Senate. 10.30-11.30 Participants Presentation. 11.30-12.00 BIP Intro: Program, Values, Ethics. 12.00-12.45 Campus presentation 13.00-14.00 Lunch break. USV Restaurant 14.00 – 14.30 Key Lecture: Bucovina and Cacica. Presentation of Problem Statement: In search of the balance, Prof. Carmen Chasovschi 14.30-16.00 Key Presentations and Pitching the Workshops: WS1. PACT – Patrimony, Community and Tourism. Dr. Paul Ivan & Alessandra Vitale (Prof. Daniela Moisa WS2. HERITAGE LAB. Magda Grădinariu (iaBucovina.com) WS3. PAST – Patrimony, Salt, Tourism / Patrimony of Traditional Village 16.00-17.00 Team building and Workshops organization. 19.00 – Optional gathering in the city center.</p>
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Tuesday June 9: Bucovina Round Trip – Suceava – Horodnic – Sucevita – Putna – Arbore - Cacica

June 9 Tuesday Infotrip Bucovina	<p>9.00 – Departure from Continental, at 9.15 Departure from USV 9.30 – 10.00 Visit of Suceava Citadel 10.00 – 11.00 Village Museum Bucovina 11.00 – 12.00 Travel to Horodnic (Ethnographic Museum) 12.00 - 12.45 Olenici Ethnographic Museum 12.45 – 13.00 Transfer to Sucevita 13.00 – 14.00 Hanul Voievozilor 14.00-15.00 Sucevita Monastery 15.00-15.40 transfer to Putna 15.40-16.30 PUTNA Heritage Centre; The story of Aioanitoaie House relocation 16.30-17.30 Transfer to Cacica</p>
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	18.00 – Check In Cacica 19.00 Dinner at Casa Nationalitatilor.		
Wednesday June 10 Cacica	Workshop 1 (PACT)	Workshop 2 (Heritage Lab)	Workshop 3 (PAST)
June 10 Wednesday 10.00-13.00 Cacica, Eco-Library PAST Heritage Centre	10.00 Welcome & Orientation Session. Meet local hosts and partners / Briefing on workshop goals and logistics (WS coordinators). 10.00 – 12.00. Round table Nicoleta Buliga, Pîrtești "Nicanor Morosan" School (history teacher) Different Cultures, One Region: The Role of Multiculturalism and Multiethnicity in Bukovina, Carol Mohr, Rădăuți, Bucovina Institute of Romanian Academy, Discovering Cacica: A Heritage Walk (the Salt Mine and the Trail Salt & People). Carmen Chasovschi and Paul Croitoriu		
Lunch 13.00-14.30. Nationalities House (RO. Casa Naționalităților)			
14.30-17.00	14:30-17.00 WS 1 Activities Location: Eco-library / Planning ahead for the coming days	14:30-17.00 WS 2 Activities Location: Eco-library / Planning ahead for the coming days Distribution of worksheets (field documentation for mapping of	14:30-17.00 WS 3 Activities Location: PAST Heritage Centre/ Planning ahead for the coming days

	<p>Identification of general tourism and heritage resources. Field observation for visual mapping of tangible and intangible heritage.</p> <p>Identification of most important resources for regenerative tourism.</p>	<p>biodiversity and local heritage resources).</p>	<p>Key presentation: Purposeful Observation: an anthropologic perspective.</p> <p>Presentation of the workshop territory.</p>
<p>Meeting the community 17.00-19.00</p>	<p>Dom Polski House (house of polish community in Cacica) (TBC). Presentation of Cacica minorities and their traditions. Cultural encountering.</p>		
<p>Thursday, June 11</p>	<p>Workshop 1 (PACT)</p>	<p>Workshop 2 (Heritage Lab)</p>	<p>Workshop 3 (PAST)</p>
<p>June 11 Thursday 10.00 – 10.30</p>	<p>Opening and Icebreaking. Briefing of the previous day Presentation of the daily program (workshops coordinators).</p>		
<p>10.30-13.00</p>	<p>Visit of tourism accommodation structures in Cacica</p> <p>Goal: Identification of tourism and heritage resources. Monitoring and quality assessment of destination elements (hard, soft, environment)</p>	<p>Inventory of the resources identified in the past editions.</p> <p>Task distribution (2 teams that will be covering different areas) for: 1). field documentation of built heritage, with identification of traditional decorations (vegetal, solar geometric models)</p>	<p>Field study and preparation of Visual documentation</p>

	<p>Identification of most important resources for regenerative tourism.</p> <p>Meeting different stakeholders from destination (discussion about destination development and their perspective)</p> <p>Reviewing the heritage info-sheets (will be accessed using QR Codes)</p>	<p>Field research and Informal observations and interviews using heritage interpretation sheets.</p> <p>2). Imaginary workshop with children from the Community: Cacica, my beautiful village. DRAWING FOR HERITAGE.</p>	
<p>Lunch 13.00-14.00. Nationalities House (RO. Casa Naționalităților)</p>			
<p>14.00-17.00</p>	<p>Design Lab: Rural Regenerative Tourism Experiences Co-design pilot tourism experiences, that will fit with a sustainable tourism (e.g.): Cacica Slow Trail (eco-pilgrimage & forest bathing); Taste of Bucovina (culinary storytelling & cooking workshop with recipes from different minorities); Salt</p>	<p>Inventory of the resources identified in the past editions.</p> <p>Task distribution (2 teams that will be covering different areas) for: 1). field documentation of built heritage, with identification of traditional decorations (vegetal, solar geometric models) Field research and Informal observations and interviews</p>	<p>Field study and preparation of Visual documentation</p>

	<p>Tales (interpretive visit with community narrators); Sensorial Trail etc.</p> <p>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.</p> <p>Writing the heritage info-sheets, issuing the QR Codes.</p> <p>Producing the printed panels that will be posted / stucked on the houses (fences).</p> <p>Business Canvas.</p>	<p>using heritage interpretation sheets.</p> <p>2). Imaginary workshop with children from the Community: Cacica, my beautiful village. DRAWING FOR HERITAGE.</p> <p>Drawing postcards as Heritage Memories.</p>	
19.00	Dinner & Musical evening. Optional program		
Friday, June 12 / Cacica	Workshop 1 (PACT)	Workshop 2 (Heritage Lab)	Workshop 3 (PAST)
June 12 Friday 10.00-10.30	Opening and Icebreaking. Briefing of the previous day. Presentation of the daily program (workshops coordinators).		

10.30-12.00	<p>Preparation of final presentation and evaluation</p> <p>Group discussions and completing of "Regenerative Tourism Map / Factsheet" for the new identified activities.</p> <p>Final vision statement, from a non-local perspective: What kind of tourism fits Cacica's identity?</p>	Preparation of final presentation and evaluation	Preparation of final presentation and evaluation
Lunch 12.00-13.00. Nationalities House (RO. Casa Naționalităților)			
13.00-14.30 Cacica, Eco-Library / PAST Heritage Centre	Final presentations and evaluation	Final presentation and evaluation	Final presentation and evaluation
15.00	Closing event at Casuta din Livezi.		