

## Erasmus Blended Intensive Programme (BIP): a. y. 2024\_2025

<b>TITLE</b>	<b>Redefining experiential tourism through innovation and sustainability</b>
<b>DESCRIPTION</b>	<p>This BIP course is the evolution of the previous one, called “<b>ExperTour</b>”, that was held in Italy at the Department of Economics of the University of Foggia in the a.y. 2023-2024 (<a href="https://www.economia.unifg.it/it/internazionale/didattica-lingua-straniera">https://www.economia.unifg.it/it/internazionale/didattica-lingua-straniera</a>).</p> <p>The aim is to equip participants with the skills to design and implement sustainable, innovative tourism initiatives. Through experiential learning, eco-friendly practices, and technology, it explores challenges and opportunities in creating meaningful travel experiences. Using case studies and hands-on projects, participants will develop expertise in aligning tourism with global sustainability goals, fostering cultural engagement, and supporting community-driven approaches. This course empowers professionals, policymakers, and entrepreneurs to lead the future of sustainable tourism.</p>
<b>PARTICIPANTS</b>	<ul style="list-style-type: none"> <li>✓ <b>LATVIA UNIVERSITY OF LIFE SCIENCES AND TECHNOLOGIES (LBTU)</b> Faculty of Economics and Social Development, Department of Economics, Jelgava (Latvia)</li> <li>✓ <b>UNIVERSITY OF FOGGIA (UNIFG)</b> Department of Economics, Foggia (Italy)</li> <li>✓ <b>BUCHAREST UNIVERSITY OF ECONOMIC STUDIES (ASE)</b> Faculty of Business and Tourism, Bucharest (Romania)</li> </ul>
<b>COORDINATORS</b>	Edgars Pažerauskis, Marta Eglīte, LBTU
<b>EXTENT OF COURSE</b>	3 ECTS
<b>VIRTUAL ACTIVITIES DATE</b>	16/04/2025
	23/04/2025
	07/05/2025
	14/05/2025
	28/05/2025
<b>PHYSICAL ACTIVITIES DATE</b>	30/06/2025 - 04/07/2025
<b>VIRTUAL COMPONENT</b>	This virtual BIP program explores innovative and sustainable approaches to experiential tourism through expert-led sessions, case studies, and discussions. Participants will engage in topics such as cultural heritage, community engagement, green technologies, and sustainability in tourism. Sessions feature insights from experts in Latvia, Italy, and Romania, culminating in teamwork on a final presentation, which will be completed during on-site activities in Latvia.
<b>PHYSICAL COMPONENT</b>	This BIP course combines academic learning with practical experiences in sustainable experiential tourism. Participants will engage with cultural heritage, slow travel, and eco-friendly tourism through guided tours, workshops, and excursions across Latvia. Key highlights include visits to Jelgava Palace, the Latvian Ethnographic Open-Air Museum, local farms specializing in goat milk and mushroom production, Tērvete Nature Park, and Rundāle Palace. The program culminates in student project presentations.
<b>LANGUAGE</b>	English
<b>CITY OF VENUE</b>	LBTU, Jelgava, Latvia