



MINISTRY OF EDUCATION

Bucharest University of Economic Studies

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www.ase.ro; rectorat@ase.ro

BLENDDED INTENSIVE PROGRAMME

2025-1-RO01-KA131-HED-000338582-2

Organisation unit	FACULTY: Faculty of Business and Tourism DEPARTMENT: Department of Tourism and Geography	
Planned program participants:		
- Number of participants from program countries	20	
Organizations participating in the program;		
The host organisation and the partners will sign a Multi Inter-Institutional Agreement		
BIPartner 1: Bucharest University of Economic Studies (RO BUCURES04), Bucharest, Romania		
BIPartner 2: University of Foggia (UNIFG) - I FOGGIA03, Foggia, Italy		
BIPartner 3: Latvia University of Life Sciences and Technologies, Jelgava, Latvia		
Name of the higher education institution of the program coordinator and Erasmus code:	Bucharest University of Economic Studies; RO BUCURES04	
Venue of the physical part of the program (city, country):	Covasna, Romania	
Organization hosting the program (recipient organization) and Erasmus code (if relevant):	Bucharest University of Economic Studies; RO BUCURES04	
Type of BIP:	For students	
Title of the BIP	Living the Eco-Destination: Nature, Community, and Sustainability in Experiential Tourism	
Priorities addressed	<input type="checkbox"/> Participating in democratic life <input type="checkbox"/> Digital transformation <input checked="" type="checkbox"/> Environment/green/sustainability <input type="checkbox"/> Inclusion and diversity	



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Objectives of the program:

The BIP aims to develop students' understanding of experiential tourism by exploring how nature and local communities contribute to authentic and immersive visitor experiences. It seeks to strengthen knowledge on sustainability by examining environmental, socio-cultural and economic dimensions of responsible tourism development. The program also focuses on fostering meaningful engagement with local communities, encouraging students to learn from and co-create experiences with local stakeholders. Another key objective is to enhance practical and creative skills in designing sustainable, nature-based and community-based tourism products. Finally, the BIP promotes intercultural collaboration by engaging students in international teamwork, encouraging cultural awareness, adaptability and shared problem solving in a multicultural Erasmus context.

Description of the program:

The program "*Living the Destination: Nature, Community, and Sustainability in Experiential Tourism*" offers students an intensive, applied learning experience through a combination of online activities and a physical mobility in an authentic destination. Participants explore the connections between nature, local communities, and experiential tourism, examining how these elements contribute to sustainable destination development. The program includes meetings with local stakeholders, practical workshops, outdoor activities, and creative exercises focused on co-creating tourism products based on nature and culture. This project exemplifies how local community – nature – sustainability triangle is supported and reinforced by experiential tourism creating a lasting impact on both tourist and community levels. Through intercultural collaboration and hands-on field experiences, students develop skills relevant to responsible tourism, innovation, and working effectively in international teams.

The BIP shall consist of two components: the virtual learning seminars and the on-site learning activities to be held in Covasna during June 2026.

Methods and outcomes:

Online Seminars

The online seminars will provide students with a solid foundation in experiential tourism, sustainable destination management, and the role of local communities in tourism development. Participants will explore concepts such as nature-based and cultural tourism, authentic visitor experiences, and participatory approaches that empower local stakeholders. The seminars will also address strategies for designing sustainable tourism products, minimizing environmental impact, and promoting responsible visitor behavior.

Physical Mobility

The on-site activities in the mountain region of Covasna will focus on hands-on learning and immersive experiences in sustainable and experiential tourism. Students will participate in workshops, field exercises, and community engagement activities to understand the dynamics of local tourism ecosystems. Key topics will include nature-based and cultural tourism experiences, community co-creation and stakeholder collaboration, sustainable tourism practices such as eco-friendly operations and visitor impact management, and digital tools for promoting experiential tourism. Field visits will allow students to interact directly with local communities, small tourism businesses, and cultural organizations, applying their knowledge in designing real-life tourism experiences that balance authenticity, sustainability, and visitor engagement.

Outcomes:



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1. enhanced understanding of sustainable and experiential tourism,
2. practical skills in tourism product co-creation, familiarity with community engagement methods,
3. digital tools for tourism promotion, and
4. strengthened intercultural and collaborative competencies in an international context.

Description of the virtual component:

Virtual seminars are designed to introduce students to the foundations of experiential and sustainable tourism, engaging them in discussions to identify challenges and opportunities in implementing sustainable practices. Seminars will cover nature-based and cultural tourism, responsible visitor behavior, and the integration of local communities in tourism planning and co-creation. Special attention will be given to preserving cultural heritage and traditional practices, including promoting locally sourced products and traditional foods, supporting local sports and recreational activities, and fostering community-based tourism initiatives. Students will also explore digital tools for storytelling and experience promotion, enabling them to design authentic, sustainable tourism experiences in collaboration with local stakeholders.

Topics covered:

- *Foundations of Experiential and Sustainable Tourism;*
- *Sustainability and Environmental Awareness*
- *Tourism Product Design and Innovation*
- *Digital Tools and Technology in Tourism*
- *Community Engagement and Co-Creation*
- *Case Studies and Best Practices*

Field description - ISCED code:	0521
Level of study (according to syllabus)	Bachelor
Awarded credits (according to syllabus)	3
Start and end of the program (including physical and virtual components):	20/04/2026 - 12/06/2026
Beginning and end of physical mobility:	08/06/2026 - 12/06/2026
Beginning and end of virtual mobility:	20/04/2026 - 31/05/2026
Physical activity duration (days) – without travel days	5 days
Is the virtual component planned before, during or after the physical mobility?	The virtual component it is planned before the physical mobility
City of venue	Covasna
Working language of the program:	English
Contact person for academic content information on the component (name, and e-mail):	1. Person in charge with the organization: Mihail Ovidiu Tanase mihail.tanase@com.ase.ro 2. Person in charge with grading (according to syllabus)



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	Madalina Tala
Contact person for administrative information on the component (name, and e-mail):	Teodora Fulga, Ph.D. teodora.fulga@ase.ro

Notes:

- A blended intensive programme has to be developed and implemented by at least **3 higher education institutions (HEIs)** awarded with an ECHE coming from at **least 3 Programme Countries**.
- The minimum number of participants in a blended intensive programme is 15 (not including teaching/training staff involved in the delivery of the programme and their students/learners of the institution organizing this program) in order for the programme to be eligible for funding.
- The maximum number of participants in a blended intensive programme for which the organiser received funding is 20.
- The programme of the tasks to be carried out by the beneficiaries must certainly have an innovative pedagogical approach, with short periods of activity in presence combined with online learning and cooperation activities.
- BIP combines a short-term physical mobility with a virtual component, and will enlarge and make the Erasmus mobility more and more flexible.
- The partner universities are in charge with financial support for the participants they send from SMS funds (for student BIP) or STT funds (for staff BIP).