

## BIP TRANSILVANIA CREATIVE CAMP 2025 – Creative Destinations and Heritage Interpretation Summer School (TCC 2025)

General Information
<b>Host university:</b> Transilvania University of Braşov
<b>Title of BIP:</b> TRANSILVANIA CREATIVE CAMP 2025 – Creative Destinations and Heritage Interpretation Summer School (TCC 2025)
<b>Location of the physical activities (city, country):</b> ROMANIA, TÂRGU LĂPUŞ and surrounding villages (Maramureş county)
<b>Dates for physical activity:</b> 22 – 28.08.2025
<b>Dates for virtual component:</b> 19.07.2025 (3 hours), 16.08.2025 (3 hours), 13.09.2025 (3 hours)
<b>Short description of virtual component:</b> Description of the project's objectives, creative tourism concepts, heritage interpretation, destination branding, and community engagement in rural areas.
<b>Target audience / Participant profile (level and domain of study, academic prerequisites etc.):</b> Bachelor's, Master's, and PhD students from programs in Communication and Media Studies, Sociology, Marketing, Tourism, Cinema and TV, other Social Sciences.
<b>No. of ECTS awarded to students:</b> 3 ECTS
<b>Language of instruction and requirements:</b> English (minimum B2)
<b>Method of evaluation</b> <b>Individual and group projects</b>
<b>Partner universities:</b> <ol style="list-style-type: none"> <li>1. Università degli Studi di Torino (Italy)</li> <li>2. Université de Pau et des Pays de l'Adour (UPPA) (France)</li> <li>3. Università Politecnica delle Marche (Italy)</li> <li>4. University of Dunaújváros (Hungary)</li> <li>5. Meisei University Tokyo (Japan)</li> <li>6. The Pennsylvania State University (USA)</li> <li>7. The Pontifical University John Paul II in Krakow (Poland)</li> </ol>
Program
<b>Objectives and short description of the BIP:</b> The objectives of the BIP consists of: - transfer of knowledge and best practices from educators and specialists in the fields of communication and advertising, applied to real-life communication situations.

- development of a set of proposals for the digital promotion of tourist attractions and cultural heritage sites in Țara Lăpușului (Lăpuș Land).
- identification of research themes related to the promotion and valorization of the cultural and natural heritage of Țara Lăpușului (Lăpuș Land), with the potential to attract cultural tourists.
- engage local youth in hands-on branding projects, creating marketing strategies and digital campaigns to promote community-based tourism.

#### **Detailed proposed schedule (physical and virtual component):**

The detailed program of the BIP is attached to this form.

Number of virtual activity hours: 12

Number of physical activity hours: 69 (3 hours -22.08, 13 hours -23.08, 12 hours -24.08, 12 hours -25.08, 12 hours -26.08, 13 hours -27.08, 4 hours -28.08)

Number of individual work hours: 9 (3 hours for the preparation of each virtual activity)

Total number of hours: 90

#### **Invited guests/speakers/experts (if any):**

Florin Nechita (UNITBV) – Project Coordinator + Workshop on Destination Branding

Adina Nicoleta Candrea (UNITBV) – Workshop on Rural Tourism and Heritage Interpretation

Vlad Bătrânu-Pințea (UNITBV) – PR for Destinations

Takanori Kawamata (MEISEI) – Workshop on Applied Anthropology

Piotr Drag, Katarzyna Drag (The Pontifical University John Paul II in Krakow, Poland) – Storytelling for Cultural Heritage

#### **Application procedure**

##### **Requirements:**

No special requirements

##### **How to apply:**

Application for an Erasmus+ BIP mobility to each home university, according to the internal regulation of home HEI.

##### **Deadline for application and nomination**

**21.03.2025: nomination by home university to UNITBV, [outgoing-sd@unitbv.ro](mailto:outgoing-sd@unitbv.ro)**

##### **Details for contact person in UNITBV:**

Administrative aspects: [outgoing-sd@unitbv.ro](mailto:outgoing-sd@unitbv.ro) - Oana ȚONEA

Academic aspects: [florin.nechita@unitbv.ro](mailto:florin.nechita@unitbv.ro) – Florin NECHITA

#### **Facilities offered to participants:**

##### **Accommodation/ meals/ travel:**

Accommodation offered in UNITBV residence (2 nights – 21/22 August 2025 and 28/29 August 2025, 11 euro/night for students.

Accommodation in TÂRGU LĂPUȘ – 15 euro/night for the period 22-28 August 2025 (6 nights).

Lunch offered by UNITBV for 22-28.08.2025 period.

PROGRAMME FOR TRANSILVANIA CREATIVE CAMP 2025 (TCC 2025)								
Educational partners	Transilvania University of Brasov, University Meisei Tokyo (Japan), University of Dunaujvaros (Hungary), Polytechnic University of the Marche (Italy), The Pontifical University John Paul II in Krakow (Poland), Penn State University (USA), Petru Rareș High School Târgu Lăpuș (Romania)							
City				Country	Start date	End date	Activity duration	Travel days
Târgu Lăpuș and Brașov				Romania	8/22/2025	8/28/2025	7 days	30-31.08, 08.09.2023
Timetable (Romanian time/ GMT + 3)	Activities/ Sessions				Lecturer, Place & Other observations			
DAY 1 - Friday, 22.08.2025 - Brasov-Sighișoara-Târgu Lăpuș								
8:30 - 16:30	Road to Lăpuș Land and short visit to Sighișoara medieval town							
8:30 - 16:30	Get to know each other exercises (during the trip)				Vlad BĂTRĂNU - PINȚEA, Transilvania University of Brasov			
17.00 - 17.30	Opening ceremony and welcome speeches							
17.30 - 18.00	TCC2023 objectives and assigning individual and team tasks				Florin NECHITA, Transilvania University of Brasov			
18.00 - 18.45	Brief presentation of the Lăpuș Land				Nicoleta BUD, Nicoleta POP, Center for Tourism Promotion Targu Lapus			
19.00 - 19.45	Ideation process and design thinking				Takanori KAWAMATA, Meisey University			
19:45 - 20:30	The life of a campaign & creative techniques				Branding/advertising specialist			
20:30 - 21:30	Dinner				Petru Rareș High School Canteen			
DAY 2 - Saturday, 23.08.2025 - Rogoz and Ungureni villages								
8:15 - 9:00	Storytelling in communication of cultural heritage				Piotr & Katarzyna DRAG, The Pontifical University John Paul II Krakow			
9:00 - 09:45	Building an online community around Jewish heritage in Maramures				Robert Cotos, Asociația Maramureș Heritage			
9:45 - 10:30	Heritage Interpretation basic principles				Adina CANDREA, Transilvania University of Brasov			
10:30 - 11.15	Brunch				Petru Rareș High School Canteen			
11.30 - 15.00	Visit to Rogoz Wooden Church and local museum							
11.30 - 14.00	How to protect and valorize the intangible heritage				Călina MÂRZAC, Rogoz Museum			
14.00 - 14.45	Filmmaking Basics				Livius Hodiș, Wisening Club			
15.00 - 15.45	Workshop on wooden sculpture				Nicolae ȘERBAN, local artist, Rogoz			
16.30 - 18.00	Visiting traditional sheepfold				Ungureni village			
18.30 - 19.00	Watching the buffalo herd				Rogoz village			
19.15 - 20.30	Creating the online content of the day & working on team presentations				working in five teams			
20:30 - 21:15	Dinner				Petru Rareș High School Canteen			

<i><b>DAY 3 - Sunday, 24.08.2025 - Cupșeni, Costeni and Suci de Sus</b></i>		
8:15 - 09:00	Breakfast	Petru Rareș High School Canteen
9:00 - 10:15	Storytelling in tourism	Adina CANDREA, Transilvania University of Brasov
10:15 - 10:45	Trip to Cupșeni and Costeni villages	
10:45 - 13:00	Traditional orthodox religious service and visit to wooden churches	Cupșeni, Costeni villages
12:30 - 13:30	Traditional folk dances and costumes	Cupșeni
14:30 - 16:30	Working on team presentations	working in five teams
17:00 - 17:15	Visit to Jewish Cemetery	Suciu de Sus
17:15 - 18:30	Joc la șură (traditional songs, dances & folklore program)	Suciu de Sus
19:00 - 20:00	Creating the online content of the day & working on team presentations	working in five teams
20:00 - 21:00	Dinner	Petru Rareș High School Canteen
<i><b>DAY 4 - Monday, 25.08.2025 - Vima Mare, Peteritea, Dealul Corbului and Aspra villages</b></i>		
8:15 - 9:00	Breakfast	Petru Rareș High School Canteen
9:00 - 9:45	Leveraging online campaigns on Facebook, Instagram and TikTok (online)	Ovidiu Bălcăcian, The Pharmacy
10:00 - 10:45	Trip to Vima Mare village	
10:45 - 11:30	Thematic photography workshop	Viorel COROIAN, Asociația Cheile Lăpușului
11:30 - 15:00	Cultural Anthropology fieldwork in Vima Mare and Peteritea villages	Silviu COPOSESCU, Transilvania University of Brasov
13:30 - 13:40	Welcome address speech	Liviu BALINT, Mayor of Vima Mică
16:00 - 17:00	Forests, mushrooms, berries and the local gastronomic heritage	Viorel COROIAN, Asociația Cheile Lăpușului
18:00 - 18:30	Discovering traditional wooden houses in Aspra village	Aspra village
18:30 - 19:30	Creating the online content of the day & working on team presentations	Aspra village
19:30 - 20:30	Dinner & Local Gastronomy demonstration	Aspra village
<i><b>DAY 5 - Tuesday, 26.08.2025- Groșii Țibleșului and Dămăcușeni villages</b></i>		
8:30 - 09:00	Breakfast	Petru Rares High School Canteen
9:00 - 9:45	How to plan a presence at an international tourism fair (online)	Valentin Văcăruș, Managing Partner Godmother
9:45 - 10:30	Travel copywriting strategies and ideas (online)	Cătălin IONAȘCU, Romanian Copywriter
10:45 - 11:30	Trip to Groșii Țibleșului village	
13:30 - 13:40	Welcome address speech	Nicolaie BURZO, Mayor of Groșii Țibleșului
11:30 - 12:30	Traditional wedding	Groșii Țibleșului village
12:30 - 14:00	Hay making workshop	Groșii Țibleșului village
14:00 - 15:00	Lunch	Groșii Țibleșului village
15:00 - 16:30	Natural heritage of Lăpuș Land	Groșii Țibleșului village
16:30 - 17:30	Creating the online content of the day & working on team presentations	Groșii Țibleșului village
18:00 - 20:30	Hungarian evening	Dămăcușeni village

<i><b>DAY 6 - Wednesday, 27.08.2025 - Târgu Lăpuș, Rohia, Rohița, Boiereni</b></i>		
8:15 - 09:00	Breakfast	Petru Rareș High School Canteen
9:00 - 9:45	How to be creative in destination marketing campaigns	Sorin PSATTA, University of Bucharest
10:00 - 12.00	Discovering intercultural Târgu Lăpuș	Reformed Church, Orthodox Church, Roman Catholic Church, Greek Catholic Church, former Synagogue site
12:15 - 12.45	Visit to Saint Angels Monastery	Lighet, Târgu Lăpuș
13:00 - 13.45	Visit to Rohia Monastery	Rohia village
14:00 - 15.30	Visit to Rohița Monastery and lunch	Rohița Monastery
16:00 - 17.30	Cultural Anthropology fieldwork in Boiereni village	Silviu COPOSESCU, Transilvania University of Brasov
18:00 - 20:30	Creating the online content of the day & working on team presentations	Târgu Lăpuș
20:30 - 21:15	Dinner	Petru Rareș High School Canteen
21:30 - ....	Working on team presentations	Petru Rareș High School
<i><b>DAY 7 - Thursday, 28.08.2025 - project presentations and departure to Brasov</b></i>		
8:30 - 11.00	Project presentations	Petru Rareș High School
11:00 - 12:30	Brunch and closing ceremony	Petru Rareș High School
13:00 - 20:00	Trip Târgu Lăpuș - Brașov	

ONLINE PROGRAMME FOR TRANSILVANIA CREATIVE CAMP 2025 (TCC 2025)		
Educational partners	Transilvania University of Brasov, University Meisei Tokyo (Japan), University of Dunaujvaros (Hungary), Polytechnic University of the Marche (Italy), The Pontifical University John Paul II in Krakow (Poland), Penn State University (USA), Petru Rareș High School Târgu Lăpuș (Romania)	
Timetable (Romanian time/ GMT + 3)	Activities/ Sessions	Lecturer & other observations
<i>First online meeting - Saturday, 19.07.2025 - Zoom</i>		
12.30 - 12.50	History and objectives of TCC	Florin NECHITA, Transilvania University of Brasov
12.50 - 13.10	TCC as EFL research project	Takanori KAWAMATA, Meisei University
13.10 - 13.45	Presentation of the partner universities	all participants
13.45 - 14.30	Presentation of the participants	all participants
14.30 - 14.40	Q & A session regarding the organizing and practical issues of TCC2023	
14.40 - 15.20	Empowering Rural Youth/ Understanding Rural Life: An Introduction to Rural Sociology	Mark Brennan, Pennsylvania State University
15.20 - 15.30	Homework assignment for August 16th	
<i>Second online meeting - Saturday, 16.08.2023 - Zoom</i>		
12.30 - 13.15	How to make video content marketing effective	Diana Lăpușneanu, Social Media Specialist, Mondly
13.15 - 14.00	Dracula's Transylvania for beginners	Marius Mircea CRIȘAN, West University Timișoara
14.00 - 14.45	The right setup for creatives: what do I need to know before doing the actual work	Emilia JERCAN, branding consultant
13.15 - 14.00	Sustainable rural destinations from Japan/Italy/Hungary/Poland/Romania	group presentations
<i>Third online meeting - Saturday, 13.09.2025 - Zoom</i>		
12.00 - 15.00	Working on the final version of the promotional movies for Lăpuș Land	all participants