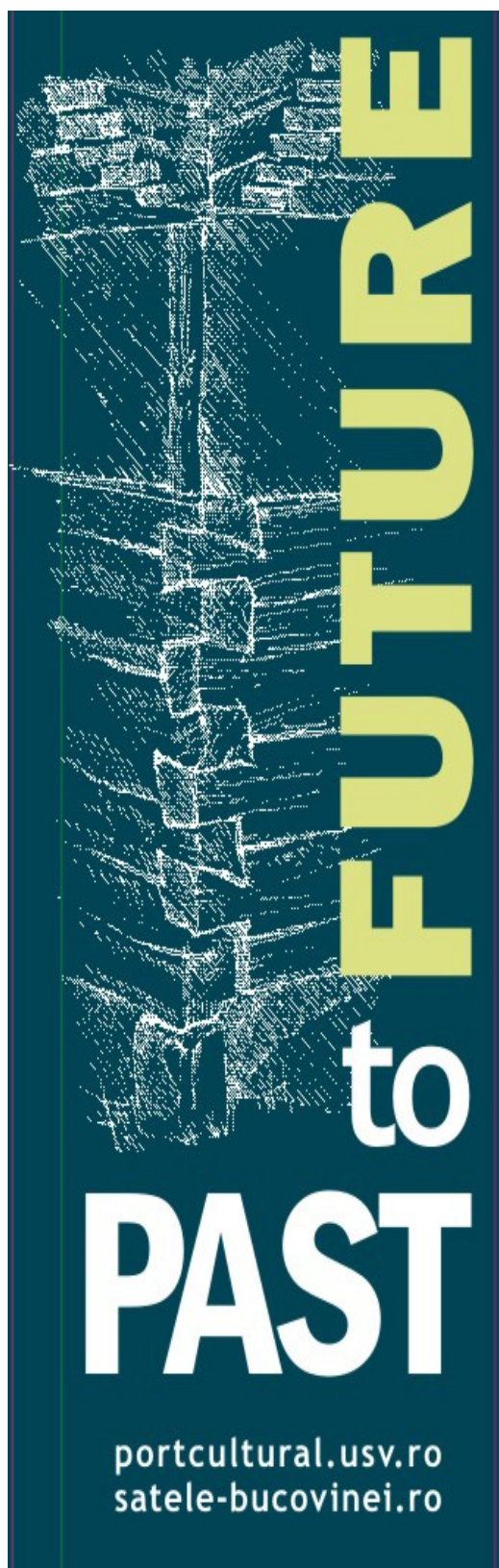




ERASMUS+

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

PAST to FUTURE

Rural Development through Heritage and Tourism

Programme Dates:

Virtual activities: 01-31 May 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: 15 April 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, and 3D scanning.

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

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

Day 1 - 8 June: Opening & 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 (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): Sustainable development of tourism with participatory approach;**
- **Workshop 2 (Heritage Lab): Heritage research and interpretation**
- **Workshop 3 (PAST- Patrimony of Traditional Village): Preservation of built heritage, as resource for tourism development**
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 valorisation, “reselling” the heritage to the local community and changing their perception and perspective.

