

FACTS ABOUT IAȘI

1. A city of 350.000 inhabitants, out of which 50.000 students
2. One of the Easternmost university cities in the European Union
3. Birthplace of Romania (Union of Moldavia and Wallachia in 1859)
4. Vibrant IT hub; 6th fastest world internet speed (2017)
5. City of the first modern University in Romania (UAIC, 1860)
6. Home to one of the top 7 theatre buildings that take your breath away (BBC)
7. Top Christian Orthodox pilgrimage site (over 300.000 pilgrims/year)
8. Features a library in top 25 majestic libraries of the world (BoredPanda.com)
9. A City of Seven Hills, surrounded by vineyards and bicycle paths
10. Direct flights to and from 25 European cities in Italy, France, UK, Spain, Austria, Germany, Denmark, Cyprus, Israel, Greece, Romania (see map)



JASSY

Summer School - 2nd edition

TTG

Iași, Romania
7-21 July 2019

TOURISM AT THE EASTERN BORDER OF THE EU
Interdisciplinary training for **Tour Guides**



Alexandru Ioan Cuza University of Iași (UAIC)
www.uaic.ro/jassy

TOURISM AT THE EASTERN BORDER OF THE EU Interdisciplinary Training for Tour Guides

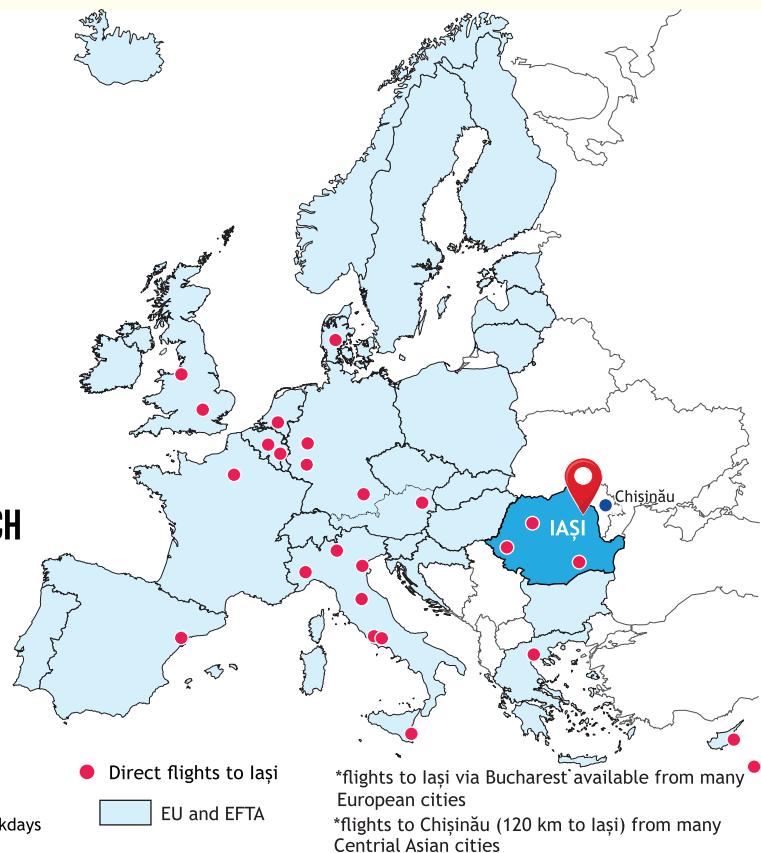
Main data:

14 DAYS

**LECTURES,
WORKSHOPS
& INFORMAL
ACTIVITIES**

**6 ECTS CREDITS
300 € FEE***

**1 GREAT CITY & A RICH
CULTURAL REGION**



TTG module curriculum at a glance

- learning fundamentals of tourism from an interdisciplinary point of view
- attending lectures and practical activities on how to become a tour guide
- practicing tour guiding techniques and methods with a professional trainer
- experiencing the local vibe, free walking tours, wine tasting, outdoor activities

JASSY summer school puts a strong emphasis on transversal competencies, through the interdisciplinarity of its courses and through its extracurricular activities.

CURRICULUM CHART

Lectures and workshops: Steps:

TOURISM:

- Principles of the Geography of Tourism
- Capitalization of Heritage
- Cultural Branding
- Tourism Marketing & Advertising
- Tourism in EU bordering Areas
- Instruments for Geolocation

TOUR GUIDING

- Tour Guide Tasks & Techniques
- Structure of a Spiel and Commentary
- History of Romania and of the Region
- Architecture, Iconography, Pilgrimage
- Rare precious & semi-precious Stones
- Weather Forecast for Tour Guides
- Safety & Security, First Aid, Hygiene

Practical Activities:

- Internship in Tour Guiding
- Workshop in map making (GIS)
- Architectural tour of the city
- Wine tasting techniques
- Historic tram tour
- Introduction to kayaking
- Visit of heritage buildings
- Outdoor active tour guiding
- Birdwatching
- Trip to the cultural region surrounding Iași

APPLICATION & OTHER INFO

1. Send your CV & Motivation letter to

jassy@uaic.ro

JASSY assesses the submitted files on a first-come, first-served basis (so send the required documents as early as possible, no later than 1 June 2019)

JASSY confirms the acceptance by e-mail within three working days

2. Fill in the Registration Form received by e-mail

3. Pay the participation fee as indicated in the e-mail notification

! Applications received after 1 June 2019 will not be taken into consideration!

Other info:

- Certificate of Attendance for all attendees;
- **6 ECTS** credits upon successfully passing the final evaluation
- A limited number of scholarships will be available; please visit the JASSY webpage
- A 2-day weekend trip – board and lodging included – at the cost of 100€/person

UAIC Facts:

- Founded in 1860
- Top 3 Romanian Universities
- 533 international academic partners
- Top 2% in Europe in student exchange
- 15 Faculties (Schools)
- 275 Degrees in the 3 cycles (B/M/D)
- 23.000 students
- 1500 full-time staff



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