



**Tourism at the Eastern Border of the EU.  
 Interdisciplinary Training for Tour Guides.  
 Coordinator: Lecturer Dr. Mihai Bulai (mihaibulai@yahoo.com)**

Date	Time	Course title	Lecturer/Coordinator	Hall/Class/ Lab Building* or Meeting Point
<b>WEEK 1 – TOURISM STUDIES</b>				
<b>8 July (Mon)</b>  INTRODUCTION EUROPE MAPS	08.45-10.00	<b>Registration</b>		<i>Mihai Eminescu</i> , Aula Magna entrance Building A
	10.00-11.30	<b>JASSY Summer School opening ceremony</b>		<i>Mihai Eminescu</i> Aula Magna
		<b>Group Photo</b>		Hall of Lost Steps
	11.30-13.30	Tourism in EU peripheral and cross-border areas. (L)	Prof. Dr. Gabriela Carmen Pascariu & Dr. Bogdan Ibănescu	C405, Building C
15:00-18:00	Make your own maps with free/open source Geographic Information Systems (W)	Lecturer Dr. Mihai Niculiță	B Building, 653B, 3 <sup>rd</sup> floor, (Geography Dept.)	
<b>9 July (Tue)</b>  GEOINFORMATICS TRAVEL SECTOR	09.00-11.00	Weather forecast for tour guides: from reading the sky to smartphone applications (L)	Assoc.Prof.Dr. Lucian Sfică	C405, Building C
	11.30-13.30	Astronomy & Sky Map reading. (L) Sky interpretation at Planetarium (W)	Assoc.Prof. Dr. Cătălin Galeș	<i>Al.Myller</i> Amphitheatre Planetarium Build.A
	15.00-18.00	Meeting with tourism professionals from Iași Travel Agency „Rolandia” Hotel Visit – „Prestige” Hotel Iași	<i>Nicu Apostol (Rolandia Travel, Iași)</i>	University main entrance – the Two Lions, Building A (to Rolandia & Prestige)
<b>10 July (Wed)</b>  MARKETING & WALKING TOURS	09.00-11.00	Computational Instruments for geolocation. (L)	Lecturer Dr. Diana Trăndăbăț Assoc.Prof. Dr. Adrian Iftene	C405, Building C
	11.30-13.30	Tourism Marketing principles. Creation of Travel Packages. Advertising and Sales Promotions (L)	Prof. Dr. Corneliu Munteanu	C405, Building C
	16:00-19:00	Guided tour of the city: „Iași - Romanian Capital of Culture” (FA)	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A
<b>11 July (Thu)</b>  COMMUNICATING HISTORY & RELIGION	09.00-11.00	History of Romania and of Moldavia (L)	Prof. Dr. Laurențiu Rădvan	C405, Building C
	11.30-13.30	Capitalization of communist legacy - a chance for sustainable reconciliation between past and present (L)	Lecturer Dr. Raluca Șerban	C405, Building C
	15:00-19:00	Visit of religious heritage of Iași: <i>Nicolae Domnesc</i> Orthodox Church and Iași Catholic Cathedral (FA)	Assoc.Prof. Dr. Dan Sandu & Assoc.Prof. Dr. Stefan Lupu	University main entrance – the Two Lions, Building A
<b>12 July (Fri)</b>  TOURISM SYSTEM	09.00-11.00	Principles of Geography of Tourism (L)	Assist. Dr. Alexandra Cehan	C405, Building C
	11.30-13.30	Tourism in Developing Countries (L)	Prof. Dr. Jungho Suh (University of Adelaide, AU)	C405, Building C
	15.00-18.00  OR	Introduction in kayaking (FA). (only by reservation). * <i>Sports equipment required: head cover, sport shoes, long sleeve, short pants. No skills required. Also during rain.</i>	Lecturer Dr. Alexandru Oprean	University main entrance – the Two Lions, Building A
	16.00-19.00	Rroma culture (W/FA)	Prof. Dr. Daniela Șoitu	
	19:00-21:00	<b>JASSY reception</b>		<b>B.P Hasdeu Hall, Mihai Eminescu Central Uni' Library</b>



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<b>13-14 July (Sat-Sun)</b> REGIONAL DISCOVERY	09:00 Sat– 20:00 Sun	<i>(Only by reservation)</i> Field trip to Northern Moldavian region, in Northeastern Romania (FA) <i>Cost: 100 euros – all included (transport, food, entry tickets, guide, accommodation). Ask coordinator for info.</i>	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A
<b>13-14 July (Sat-Sun)</b> OTHER OPTIONS	WEEK-END	<i>* You will receive a full list of week-end events and optional activities in Iași upon registration (For those who don't chose the above Field Trip)</i>	Silviu Teodor Stanciu & Cosmin Ceuță	To be defined
<b>WEEK 2 – TOUR GUIDING TECHNIQUES</b>				
<b>15 July (Mon)</b> GUIDING, ARCHITECTURE & WINES	09.00-11.00	Tour guide tasks & techniques (L)	Lecturer Dr. Mihai Bulai	Grumăzescu Antique Shop (Anticariat) 24, Lăpușneanu street
	11.30-13.30	Interpretation of architecture by Tour Guides(L)	Drd. Tiberiu Teodor-Stanciu	24, Lăpușneanu street
	15:00-19:00	Wine tasting techniques (W)	Lecturer Dr. Mihai Bulai / Assoc. Prof. Dr. Ramona Danac	University main entrance – the Two Lions, Building A
<b>16 July (Tue)</b> TOUR GUIDING TOPICS	09.00-11.00	How to use your body language as a tour guide (L)	Lecturer Dr. Mihai Bulai	Study Hall / Casa Miclescu, behind Building B
	11.30-13.30	Structure of a tourist guide commentary (spiel) (L/W)	Lecturer Dr. Mihai Bulai	Study Hall / Miclescu, behind Building B
	14.30-18:00	Guided visit of <i>Palace of Culture</i> , the Former Princinary Palace of Moldavia (FA)	Lecturer Dr. Mihai Bulai Prof. dr. Daniela Șoitu	University main entrance – the Two Lions, Building A
<b>17 July (Wed)</b> ARTS. CRAFTS. ONLINE BUSINESSES	10.00-11.00	Communicating Art. Presentation of Painting Gallery “Hall of Echoing Lost Steps”	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A
	11.30-13.30	Stone identification. Rare precious & semi-precious stones (L)	Prof. Dr. Ovidiu Iancu Prof. Dr. Dan Stumbea	B569, Building B + Geology Museum (2 <sup>nd</sup> floor)
	15:00-18:00	Workshop in tourism and travel promotion: increase the online visibility of your business	Marian Oancia, „Zig-Zag prin România”	Study Hall / Casa Miclescu, behind Building B
<b>18 July (Thu)</b> OUTDOORS & BIODIVERSITY	09.00-11.45	Birdwatching and Ecotourism principles. Plants and birds’ diversity	Assoc.Prof. Dr. Carmen Gache Dr. Cristiana Virginia Petre	University main entrance – the Two Lions, Building A (trip to the Botanic Garden)
	14.30-20.30	Active outdoor tour guiding techniques and skills (FA) *Additional optional activities may apply, with additional cost – Electric Bike Ride, Adventure Park itinerary etc.	Assist. Dr. Lucian Roșu Lecturer Dr. Constantin Ion	University main entrance – the Two Lions, Building A (trip to surroundings of Iași)
<b>19 July (Fri)</b> CLOSURE	09:00-11:30	TEST 1 : Oral presentation by each participant (W)	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A
	11:30-12:50	TEST 2: Computer test	Lecturer Dr. Mihai Bulai	Building B, 653B, 3 <sup>rd</sup> floor,
	13:00-14:00	<b>Buffet Lunch</b>		Hall of Lost Steps, Building A
	14.00-15.00	<b>JASSY Summer School closing ceremony</b>		Mihai Eminescu Aula Magna, Building A

L = Lecture

W = Workshop

FA = Field Application



Common activities for all modules

Test