

## FACTS ABOUT IAȘI

1. A city of 400.000 inhabitants and 50.000 students
2. The Easternmost university city in the European Union
3. Birthplace of Romania (place of the Union of Moldavia and Wallachia Principalities in 1859)
4. Vibrant IT hub, one of the worlds fastest internet speed and an excellent destination for digital nomads;
5. City of the first modern University in Romania (UAIC, 1860)
6. Home to one of the world top 7 theatre buildings (BBC) and to one of the most majestic libraries of the world (BoredPanda.com)
7. Top Christian Orthodox pilgrimage site (over 400.000 pilgrims/year)
8. Known for its cozy specialty café s, large green parks, monumental buildings, eclectic architectures and perfume of an old capital city
9. A City of Seven Hills, surrounded by beer factories, vineyards and winemakers, monasteries and bicycle paths
10. An international fast-growing airport connected by direct flights with over 25 destinations in Europe (see map)



# JASSY

## Summer School - 5<sup>th</sup> edition



Iași, Romania  
4-15 July 2022

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



Alexandru Ioan Cuza University of Iași (UAIC)  
[www.uaic.ro/jassy](http://www.uaic.ro/jassy)

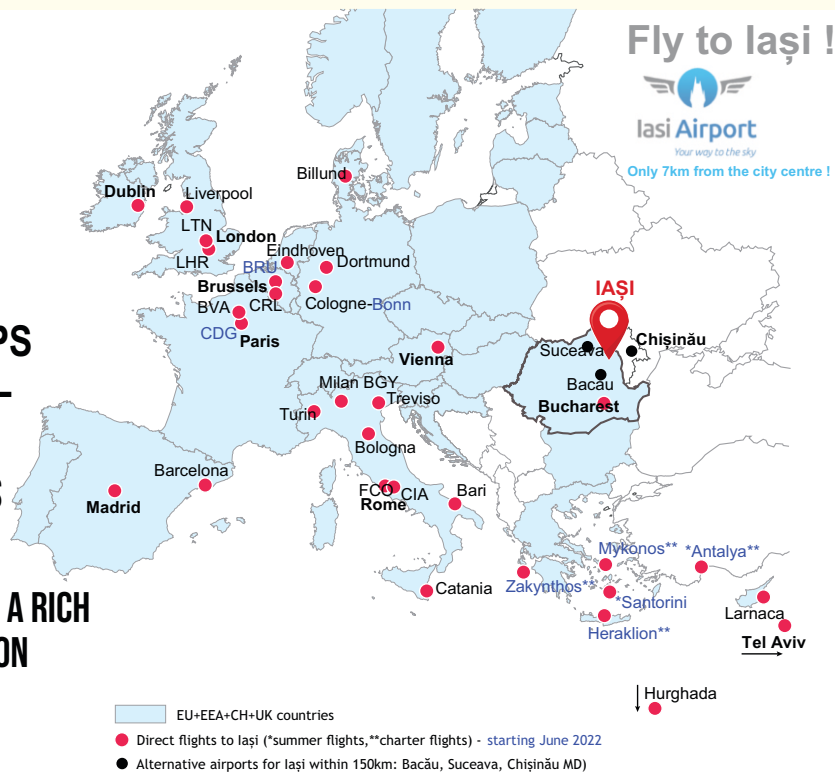
## TOURISM AT THE EASTERN BORDER OF THE EU Interdisciplinary Training for Tour Guides

**Main data:**  
**2 WEEKS**

**LECTURES  
WORKSHOPS  
& INFORMAL  
ACTIVITIES**

**6 ECTS CREDITS  
300 € FEE**

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



### Objectives

- learning fundamentals of tourism from an interdisciplinary point of view
- attending lectures and practical activities on how to become a tour guide
- practising tour guiding techniques and methods with a professional trainer
- experiencing the local vibe

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:

##### TOURISM

- Principles of the Geography of Tourism
- Capitalization of Heritage
- Cultural Branding
- Tourism Marketing and 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

#### Practical Activities:

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

### APPLICATION & INFO

#### Steps:

1. Send your CV & Motivation letter to [jassy@uaic.ro](mailto: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 2022). 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 2022 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 for students from partner universities.

#### UAIC Facts:

- Founded in 1860
- Top 3 Romanian Universities
- 600+ partner universities
- Top 2% in Europe in student exchange
- 15 Faculties (Schools)
- 238 Degrees in the 3 cycles (B/M/D)
- 25.500 students
- 1500 full-time staff



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[www.uaic.ro/jassy](http://www.uaic.ro/jassy)



For more info, contact us:  
Tel: +40 232 201839 / Email: [jassy@uaic.ro](mailto:jassy@uaic.ro)