


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

<b>General Information</b>
<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>
<b>Program</b>
<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.

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

4de25f85d774de129e5660ab6fa535ba




- 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**

**20.02.2025: 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.



Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 2 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	



4de25f85d774de129e5660ab6fa535ba

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

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 Rareş High School Târgu Lăpuş (Romania)				
City	Country	Start date	End date	Activity duration	Travel days
Târgu Lăpuş and Braşov	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			
<b>DAY 1 - Friday, 22.08.2025 - Brasov-Sighişoara-Târgu Lăpuş</b>					
8:30 - 16:30	Road to Lăpuş Land and short visit to Sighişoara medieval town				
8:30 - 16:30	Get to know each other exercises (during the trip)	Vlad BĂTRĂNU - PINŢEA, 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 Lăpuş 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 Rareş High School Canteen			
<b>DAY 2 - Saturday, 23.08.2025 - Rogoz and Ungureni villages</b>					
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 Maramureş Heritage			
9:45 - 10:30	Heritage Interpretation basic principles	Adina CANDREA, Transilvania University of Brasov			
10:30 - 11.15	Brunch	Petru Rareş 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 MĂRZAC, Rogoz Museum			
14.00 - 14.45	Filmmaking Basics	Livius Hodiş, Wisening Club			
15.00 - 15.45	Workshop on wooden sculpture	Nicolae ŞERBAN, 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 Rareş High School Canteen			

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 3 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	



4de25f85d774de129e5660ab6fa535ba

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

<b>DAY 3 - Sunday, 24.08.2025 - Cupșeni, Costeni and Suci de Sus</b>		
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	Suci de Sus
17:15 - 18:30	Joc la șură (traditional songs, dances & folklore program)	Suci 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
<b>DAY 4 - Monday, 25.08.2025 - Vima Mare, Peteritea, Dealul Corbului and Aspra villages</b>		
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
<b>DAY 5 - Tuesday, 26.08.2025- Groșii Țibleșului and Dâmăcușeni villages</b>		
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	Dâmăcușeni village

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 4 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	

<i>DAY 6 - Wednesday, 27.08.2025 - Târgu Lăpuș, Rohia, Rohița, Boiereni</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>DAY 7 - Thursday, 28.08.2025 - project presentations and departure to Brasov</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	



4de25f85d774de129e5660ab6fa535ba

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 5 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	



4de25f85d774de129e5660ab6fa535ba

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>

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 Rareş High School Târgu Lăpuş (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 Lăpuşneanu, Social Media Specialist, Mondly
13.15 - 14.00	Dracula's Transylvania for beginners	Marius Mircea CRIŞAN, West University Timişoara
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 Lăpuş Land	all participants

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 6 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	

**ESTUDIANTES DE LA UNIVERSIDAD DE ZARAGOZA**

**Condiciones generales:** Las que se describen en la convocatoria

[https://internacional.unizar.es/sites/internacional.unizar.es/files/archivos/formularios/2324/Erasmus/BIP/convobip\\_sproyecto23.pdf](https://internacional.unizar.es/sites/internacional.unizar.es/files/archivos/formularios/2324/Erasmus/BIP/convobip_sproyecto23.pdf)

**Condiciones específicas:**

**Nº de ayudas:** 5

**Requisitos:**

\*Estudiantes de la Universidad de Zaragoza matriculados en el curso 2024-2025 en estudios oficiales de grado, máster o doctorado de las áreas que indica la universidad organizadora para el “perfil de las candidaturas”. Los estudiantes de grado deberán haber superado 60 créditos en sus actuales estudios hasta el curso 2023-24.

\*Conocimiento de inglés de nivel B2 o superior.

**Solicitud:**

Disponible desde la URL: <https://sede.unizar.es> a través del Servicio “Gestión de solicitudes (SOLICIT@)”

Seleccionar en el menú “Opciones” > “Iniciar Nueva Solicitud”

Identificarse con NIP + contraseña administrativa

En la opción “Catálogo de solicitudes clasificadas por categorías”, elegir “Estudiantes de Grado, Máster, Doctorado, etc”.

Seleccionar el formulario “Programas Intensivos Combinados –BIP-“

**Documentación a aportar :**

Acreditación de conocimiento de inglés de nivel B2 de acuerdo con los reconocimientos que se indican en la base 4.3 de la convocatoria. Para este idioma y nivel se considerarán del mismo modo:

-Cursar una titulación de grado o máster cuya lengua vehicular sea inglés

-Estar en posesión de un título de bachillerato, grado, máster o equivalente, obtenido en un sistema educativo extranjero cursado en inglés

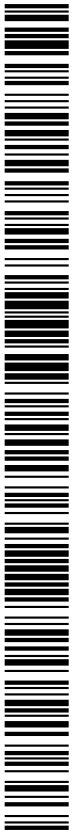
Los nacionales de países ajenos al Espacio Europeo de Educación Superior, acreditación de estar en posesión de un permiso válido para residir en España durante el período de realización de la movilidad.

\*Quienes hayan cursado los estudios con los que han accedido a los de máster o doctorado en otra universidad, copia del expediente académico de esos estudios -ha de incluir la nota media-.


\*Si cursaron esos estudios de acceso a máster o doctorado en el extranjero, además, la [declaración de equivalencia](#) de nota media

**Plazo de solicitud: hasta el 10 de febrero de 2025**

Copia auténtica de documento firmado digitalmente. Puede verificar su autenticidad en <http://valide.unizar.es/csv/4de25f85d774de129e5660ab6fa535ba>



[www.univ-unita.eu](http://www.univ-unita.eu)

CSV: 4de25f85d774de129e5660ab6fa535ba	Organismo: Universidad de Zaragoza	Página: 7 / 7	
Firmado electrónicamente por	Cargo o Rol	Fecha	
FRANCISCO BELTRAN LLORIS	Vicerrector de Internacionalización y Cooperación en funciones	31/01/2025 08:22:00	