

## FACTS ABOUT IAȘI

1. A city of 390.000 inhabitants and 50.000 students
2. The Easternmost university city in the European Union
3. Birthplace of Romania (Union of Moldavia and Wallachia in 1859)
4. Vibrant IT hub; Iasi ranks 6<sup>th</sup> for 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 400.000 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 cities in Austria, Belgium, Cyprus, Denmark, France, Germany, Greece, Italy, the Netherlands, Spain, Turkey, UK, Egypt, Israel, Romania (see map)



# JASSY

## Summer School - 4<sup>th</sup> edition

TTG

Iași, Romania  
5-16 July 2021

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



\* incl. Accommodation,  
Breakfast & lunch during weekdays

● Direct flights to Iași  
■ EU+EEA+CH countries

\*Flights to Iași via Bucharest available  
from many European cities

\*Flights to Chișinău (120 km to Iași)  
from many Central Asian cities

### 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 Iași Botanical Garden
- Trip to the cultural region surrounding Iași

### 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 2021). 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 2021 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.

#### UAIC Facts:

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



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