



BLENDED INTENSIVE PROGRAMME

GENERAL INFORMATION

BIP Title	Authenticity: an important element in the preservation of rural areas
BIP Code	
Coordinating Institution - Faculty	University of Agronomic Sciences and Veterinary Medicine of Bucharest (USAMVB) – Faculty of Management and Rural Development
Dates for physical mobility	May 11-15, 2026
Proposed period for virtual component	May 4-8, 2026
Priorities addressed	<input checked="" type="checkbox"/> Inclusion and diversity <input type="checkbox"/> Digital transformation <input checked="" type="checkbox"/> Environment and fight against climate change <input type="checkbox"/> Participation in democratic life <input checked="" type="checkbox"/> Others
ECTS	3
Objectives and short description / abstract	<p>The Blended Intensive Program, entitled "Authenticity, an important element in the preservation of rural areas", aims to raise awareness and provide training on the value of authenticity in the preservation of cultural heritage and traditions, in the context of socio-economic and cultural changes in rural environments.</p> <p>Topics covered will include village particularities, case studies on conservation projects of traditional architecture and the role of authenticity in tourism, complemented by field visits to Romanian villages to directly observe the architectural, cultural and landscape specifics. These hands-on sessions will give</p>

	participants the opportunity to perform authenticity assessments and propose preservation strategies.
Methods (including final evaluation method) and results / learning outcomes	<p>Final evaluation method: group project presentation during the „International Student Symposium, Faculty of Management and Rural Development: Innovation and Sustainability in Rural Development, (XXII Edition)“</p> <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Socio-economic aspects concerning the rural area 2. Customs and traditions. Case studies: <ul style="list-style-type: none"> - Traditions in the wine-growing (or viticultural) area - Traditions related to sheep breeding (or sheep rearing) 3. Evaluation of the authenticity of rural guesthouses (or rural pensions).
Partner institutions	<ol style="list-style-type: none"> 1. TBA 2. TBA 3. TBA
Total number of learning hours	<p>75 hours, divided as follows:</p> <ul style="list-style-type: none"> 20 hours of virtual component 40 hours of physical mobility (minimum 5 days) 15 individual study hours
Scientific coordinator	Lect. dr. Irina CHIURCIU (erasmus@managusamv.ro)
Administrative coordinator	Irina TOMASU (incoming.erasmus@usamv.ro)
Teaching team (professors from partner universities are welcomed to teach)	1. TBD
Number of learners	15-20
Target group / learner profile (study level, specialisation etc)	Bachelor's or Master's degree in Rural Tourism or a closely related field
Selection criteria (English language level, prerequisites)	<p>English B1/B2</p> <p>Knowledge about economic aspects and development of rural areas</p>

TEACHING CONTENT

	Daily program	Content - lectures, workshops, educational trips.
Virtual component	May 4, 2026	<ul style="list-style-type: none"> • Welcome speech, short presentation of the BIP, presentation of the universities / faculties; • Presentation of the blended intensive program (BIP); • Teachers' presentation; • Students' introductory presentations.
	May 5, 2026	<ul style="list-style-type: none"> • <i>Lecture:</i> Elements of tradition and customs in rural areas (Madalina Ilie) • Discussion: Perceptions and factual information about Romania
	May 6, 2026	<ul style="list-style-type: none"> • <i>Lecture:</i> Aspects about the Turkish tourism • <i>Lecture:</i> Aspects about the Azerbaidjan rural area
	May 7, 2026	<ul style="list-style-type: none"> • Review on the state of rural areas of partners: Italia, Georgia, Bulgaria
	May 8, 2026	<ul style="list-style-type: none"> • <i>Lecture:</i> Tourism in Romania - Cyclism • <i>Lecture:</i> TBA
Physical mobility	May 11, 2026	<ul style="list-style-type: none"> • Welcome meeting (Senate Hall) • Visit to Satul Banului Touristic Pension, Prahova County • <i>Lecture:</i> AUTHSCORING - Evaluating authenticity in rural guesthouses in Romania • <i>Practical workshop:</i> Traditional crafts • Workshop lunch • Trip to Bran, Prahova County • Accommodation in Bran
	May 12, 2026	<ul style="list-style-type: none"> • <i>Lecture:</i> Rural areas' development with EU funding support • Educational visit on the conservation of cultural heritage: Dracula Castle • <i>Lunch break (free time 1.5 hours)</i> • Departure to USAMV Campus
	May 13, 2025	<ul style="list-style-type: none"> • <i>Lecture:</i> Romanian traditions • <i>Lunch break (free time 1.5 hours)</i> • Campus Tour • Guided tour of the Village Museum • Traditional Romanian dinner

	May 14, 2026	<ul style="list-style-type: none"> ● Students' presentations and participation in International Student Symposium, Faculty of Management and Rural Development: Innovation and Sustainability in Rural Development, (XXII Edition) ● Networking lunch - symposium ● Guided tour of Bucharest
	May 15, 2026	<ul style="list-style-type: none"> ● Trip to Muddy Volcanoes, Buzau County ● Pietroasa - Istrita Research and Development Station for Viticulture ● Lecture: <i>Traditions of the wine region</i> ● Wine tasting workshop and lunch ● Closing ceremony