

## BIP: Local food and tourism in marginal areas: roots, routes and digitalisation (FATMA)

<b>General Information</b>
Host university: <b>Transilvania University of Braşov</b>
Title of BIP: <b>Local food and tourism in marginal areas: roots, routes and digitalisation</b>
Location of the physical activities (city, country): <b>Braşov, ROMANIA</b>
Dates for physical activity: <b>02-06 JUNE 2025</b>
Dates for virtual component: <b>16.05.2025 and 20.06.2025</b>
<p><b>Short description of virtual component:</b></p> <p>Before the physical mobility the participants will be informed about logistic aspects regarding travel, accommodation and the program's content and schedule will be detailed. In addition, the participants will receive explanation on their personal input during the physical component in terms of new initiatives development.</p> <p>After the physical mobility the participants will virtually meet to present their written proposals for further projects and collaboration on the food and tourism marginal areas topic.</p>
<p><b>Target audience / Participant profile (level and domain of study, academic prerequisites etc.):</b></p> <p><b>STAFF:</b> teaching staff from different domains as food, tourism/agro-tourism, life sciences, psychology, social sciences, management and marketing.</p>
No. of ECTS awarded to students: <b>NA</b>
<p><b>Language of instruction and requirements:</b></p> <p>English, minimum B1 level</p>
Method of evaluation: <b>NA</b>
<p><b>Partner universities:</b></p> <ol style="list-style-type: none"> <li>1. Universidad de Zaragoza, Spain (UNITA member)</li> <li>2. Università di Torino, Italy (UNITA member)</li> <li>3. Universitat Politècnica de València, Spain</li> <li>4. Università degli studi di Perugia, Italy</li> <li>5. International Hellenic University, Greece</li> <li>6. Poznan University of Life Science, Poland</li> <li>7. Ege University, Turkey</li> </ol>
<b>Program</b>
<p><b>Objectives and short description of the BIP:</b></p> <p>The <b>main aim</b> of the BIP is to share knowledge and train teaching staff from complementary high education fields on subjects related to gastronomy and tourism in marginal lands in a multidisciplinary approach, targeting the diversification of the teaching/learning contents in the field of food and tourism.</p>

The **specific objectives** are the following:

O1. The development of knowledge and competences of minimum 15 high education teaching staff in the subject of gastronomy and tourism in marginal lands, in a multidisciplinary approach.

O2. Enlarge the international collaboration network between UNITA and non-UNITA academic communities/ members in the area of food and tourism, targeting the development of new educational and research projects.

**Detailed proposed schedule (physical and virtual component):**

Timeframe	Subject	Person in charge/Trainer
<b>Virtual Day 1</b>		
13.00-16.00	Administrative and logistics issues Program detailing and adjusting	BIP Responsible
<b>Day 1</b>		
9.00-9.15	Welcome word!	Dean/Erasmus office officials BIP Responsible
9.15-11.00	Get to know each other (max 2 min/pers)	BIP Responsible
11.00-12.00	BIP objectives. Organisational issues	BIP team member
12.00-13.30	<i>Lunch</i>	-
13.30-15.00	Marginal touristic destinations – general characterisation and challenges	UniTBv trainer (Simona Soica)
15.00-16.30	Roots and routes in Transilvanian local gastronomy and tourism	UniTBv trainer (Ana Lazar)
16.30-17.00	Working group set-up (4-5 working groups) and tasks distribution	BIP responsible
<b>Day 2</b>		
9.00 – 10.30	Cross-cultural competencies in marginal tourism area	UV Timisoara trainer (Laura Brancu)
10.30-12.00	Food and Tourism: an anthropological perspective: experiential case study in the Alps	Turin University trainer (Lia Zola)
12.00 – 13.30	<i>Lunch</i>	-
13.30- 15.00	From Field to Web: Using Digital Tools for Local Food and Tourism Research	Zaragoza University Trainer (Roy Janoch)
15.00 -16.00	Experiential and creative tourism in local food sector	Turin University trainer (Riccardo Beltramo)
16.00-17.00	Promoting marginal touristic destination	UniTBv trainer (Florin Nechita)
<b>Day 3</b>		
9.00-17.00	Visiting local food tourism routes- Fagaras county (Fagaras Fortress, Cobor Biodiversity Farm, Sinca Veche Cave Monastery)	BIP team
<b>Day 4</b>		
9.00-17.00	Visiting local food tourism routes- Vama Buzăului county (Bisons reservation, Urlatoarea cascade, Trout farm, Cheia Monastery)	BIP team
<b>Day 5</b>		
9.00 – 11.30	Working group project development & presentation (max 30 min/group)	BIP team

11.30-12.30	Discussions on the projects proposals//Planning new projects opportunities	BIP Responsible
12.30 – 14.00	<i>Lunch</i>	-
14.00 – 16.00	Brasov town tour	BIP team
16.00 - 16.30	Participants' feedback	BIP Responsible
16.30 -17.00	Final conclusions	BIP team
<b>Virtual Day 2</b>		
13.00-16.00	Presentation and debate on participants' project proposals in the subject of gastronomy and tourism in marginal areas	BIP Responsible

**Invited guests/speakers/experts (if any):**

1. **Laura Brancu**, UV Timișoara, Romania: competences in cross-culturalism in marginal lands
2. **Lia Zola**, Turin University, Italy: anthropological perspective on gastronomy and tourism on mountain sides
3. **Roy Janoch**, Zaragoza University, Spain: digitalisation to support local tourism
4. **Riccardo Beltramo**, Turin University, Italy: experiential and creative tourism
5. **Florin Nechita**, UnitBV, Romania: promoting models for marginal touristic destinations

**Application procedure**

**Requirements:**

- No special requirements

**How to apply:**

Application for an Erasmus+ mobility to each home university, according to the internal regulation of home HEI.

**Deadline for application and nomination**

**21.03.2025: nomination by home university to UNITBV (staff)**

**Details for contact person in UNITBV:**

Administrative aspects: [outgoing-sd@unitbv.ro](mailto:outgoing-sd@unitbv.ro) - Oana ȚONEA

Academic aspects: [florentina.matei@unitbv.ro](mailto:florentina.matei@unitbv.ro) – Florentina MATEI

**Facilities offered to participants:**

**Accommodation/ meals/ travel:**

Accommodation offered in UNITBV residence 26 euro/ night for staff (maximum 15 rooms available).

Lunch offered by UNITBV.