



## Tourism, Cultural Heritage, Storytelling, and the Art of Tour Guiding. (TTG)

Coordinator: Lecturer dr. Mihai Bulai ([mihai.bulai@uaic.ro](mailto:mihai.bulai@uaic.ro))

**Online meeting:** 8 July 2025 (3 hours - meeting students and teachers, getting to know each other, each one's expectations and needs, module introduction, introduction on Romania.

Date	Time	Course title	Lecturer / Coordinator	Meeting place (actual location)
14 July (Mon)	08:00-09:00	<b>Registration - All JASSY modules</b>		Mihai Eminescu Aula Magna Building A, 1 <sup>st</sup> floor
	09:00-10:00	<b>JASSY Summer School opening</b> Introduction of the JASSY coordinators. <b>Keynote presentation</b> Group photo - <i>All JASSY modules</i>		
	10:00-11:00	Guided tour of the University Palace ("Hall of Lost Steps" Mural Gallery, „Gh. Asachi” Library, Tafrali Bookshop)	Mihai Bulai	UAIC main entrance – <i>the Two Lions</i>
	11:00-12:40	Romania – a short introduction	Mihai Bulai	
	14:20-16:00	Tourism in EU peripheral and cross-border areas.	Bogdan Ibănescu	
	18:00–19:30	JASSY welcome buffet. <i>All JASSY modules</i>		Terrace of CUI / <i>Casa Universitarilor</i>
15 July (Tue)	09:00-10:40	Preparation of TTG Activities and Student Tasks Tour Guide Tasks & Principles	Mihai Bulai	
	11:00-12:40	Introduction of a Cultural Attraction to a Group	Mihai Bulai	
	14:20-16:00	How to Use Your Body Language as a Tour Guide	Mihai Bulai	
	16:30-19:30	Guided tour of Iași City Center.. Possible visit of Iași National Opera & Theater Grand Hall. <i>All JASSY modules</i>	Mihai Bulai & Manuel Foșalău	UAIC main entrance – <i>the Two Lions</i>
16 July (Wed)	09:00-10:40	Dracula tourism – policies and practices	Oana Stoleriu	
	11:00-12:40	Capitalization of the Communist legacy	Raluca Șerban	
	14:20-16:00	Technology trends in travel and tourism industry	Lucian Roșu	
	16:30-19:30	<i>Individual study or case study teamwork</i>		
17 July (Thu)	09:00-10:40	Stone identification. Rare precious & semi-precious Stones.	Ovidiu Iancu	
	11:00-12:40	Visit of Geology Museum	Andrei Apopei	
	14:20-16:00	Weather Forecast for tour guides: from reading the sky to smartphone applications	Lucian Sfică	
	18:00-20:00	Birdwatching and Ecotourism principles. Plants and birds' diversity – visit the Iași Botanical Garden, owned by UAIC. <i>All JASSY modules</i>	Carmen Gache & Cristiana Virginia Petre	Botanical Garden main entrance
18 July (Fri)	09:00-10:40	How can urban fabric provide storytelling for tour guides?	Tiberiu Teodor-Stanciu	
	11:00-12:40	How can urban fabric provide storytelling for tour guides?	Tiberiu Teodor-Stanciu	
	14:20-16:00	Using Visual Story Maps for Tour Guides. A structured method to introduce attractions	Alexandra Cehan Mihai Bulai	
	16:30-19:30	<i>Individual study</i>		
19 July (Sat)	09:00-10:00	Tour of city center by Café-Tramway – to be confirmed	Mihai Bulai	UAIC main entrance – <i>the Two Lions</i>
	10:00-11:40	Oral presentation and assessment of each TTG participant	Mihai Bulai	
	12:00-13:40	Oral presentation and assessment of each TTG participant	Mihai Bulai	
	14:00-18:00	<i>Independent city exploration.</i> Optional: Visit of History/Arts/Folk/Technical museums in the Palace of Culture between 15-17h.		
	18:00-19:30	Closing cocktail	ALL COORD	Terrace of CUI / <i>Casa Universitarilor</i>



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20 July (Sun)	08:00-19:30	Trip to the region: (Proposed itinerary: Iași – Ruginoasa – Voroneț – Dolheștii Mici – Cotnari – Iași)	Mihai Bulai Manuel Foșalău Lucian Roșu Other coordinators	UAIC main entrance – the <i>Two Lions</i>

	<b>Common activities for all modules</b>	<p><b>Weektime (only Monday to Friday):</b></p> <p><b>10.40 – 11.00 – coffee-break</b> (except Monday)</p> <p><b>13.00 – 14.00 – lunch break</b> (<i>Titu Maiorescu University Cafeteria</i>).</p>
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