

# Tourism, Cultural Heritage, Storytelling, and the Art of Tour Guiding

## Blended Intensive Programme “Alexandru Ioan Cuza” University, Iași, Romania

### *Call for partners*

#### What is it about?

Alexandru Ioan Cuza University of Iasi offers this module to worldwide students (or graduates) who share a passion for tourism studies and/or tour guiding.

The approach is interdisciplinary and is divided into two main directions:

- fundamental notions and practical aspects of tourism (tourism geography, weather forecast tools, geolocation, map reading, heritage interpretation and promotion, etc.)
- tour guiding techniques and tools (persuasive speeches, the structure of speech, body language techniques, storytelling basics through actual city tours, museum visits, sightseeing tours, art interpretation etc.).

This Blended Intensive Programme is part of The Jassy Summer School where there will be five other different interdisciplinary modules.

#### Where?

"Alexandru Ioan Cuza" University of Iasi, Romania

#### When?

13 – 19 July 2026

#### Who should attend?

The program is designed for students (Bachelor, Master, or PhD) who are interested in tourism studies.

#### Learning outcomes

Participants will develop a deep understanding of tourism and tour guiding through practical and theoretical insights. They will explore tourism in EU peripheral areas, Dracula tourism policies, and the capitalization of communist heritage. Hands-on activities include stone identification, weather forecasting for tour guides, and storytelling techniques. Additionally, they will enhance guiding skills through walking tour techniques, body language training, and commentary structuring while experiencing cultural and ecological tourism in Iași.

## Benefits

4 ECTS Credits

## Course structure. Main topics

The physical component consists of seven days of sessions from 14th of July to 20th of July. During this period, participants will engage in lectures and interactive discussions on key themes, including:

### Tourism-focused activities

- Tourism in EU peripheral and cross-border areas
- Dracula tourism – policies and practices
- Capitalization of the communist legacy
- Stone identification. Rare precious & semi-precious stones
- Visit of Geology Museum
- Weather forecast for tour guides: from reading the sky to smartphone applications
- How can urban tissue provide storytelling for tour guides?
- Technology trends in the travel and tourism industry

### Tour Guiding-focused activities

- Walking Tour Techniques
- Using Visual Story Maps for Tour Guides.
- How to use your body language as a tour guide
- Structure of a tourist guide commentary
- Guided tour of the city of Iași
- Guided tour of University buildings and attractions
- Plants and birds' diversity – visit to Botanic Garden of Iași, owned by UAIC
- Tour of city center by Café-Tramway
- Visit of National Theater and Opera, Gh Asachi University Library
- (optional) Visit of the Palace of Culture, the Former Princely Palace of Moldavia

The program will also include a guided tour of the city, a welcome reception and a closing cocktail, a one-day trip and many other interesting activities.