



Event Tourism and Destination Development

A Blended Intensive Program for Erasmus Students



Organized by the: Department of Geography, Faculty of Chemistry, Biology, Geography, West University of Timisoara, Timisoara, Romania

ECTS: Certificate of participation (3 ECTS)

Duration: Virtual weeks (before: 05-09/10/2026 & after the physical component week: 02-06.11) and 1-week physical presence (19-23/10/2026)

Number of participants: 15 students in total from all participating Universities

Type of mobility: Mixed, virtual mobility and mobility with a physical presence in Timisoara.



Participant profile and eligibility: Undergraduate (in their last two years of studies) and postgraduate students in Business and Social Science Schools are eligible to participate. They must hold a B2, C1 or C2 English language certificate.

Expenses: Travel and subsistence expenses are covered by the Erasmus + student/staff Short-term mobility budget of each participating University. Also lunch will be provided daily by the West University of Timisoara.

Introduction:

The blended intensive program on event tourism and destination development aims to provide Erasmus students with a unique educational experience that explores the role of events in shaping urban spaces, local identity, and sustainable tourism development. The program integrates theoretical perspectives on event management, placemaking, and destination branding with practical, hands-on learning experiences involving real-world stakeholders. By combining academic insight with field-based activities, the program fosters interdisciplinary collaboration among students from diverse backgrounds and encourages innovative thinking in designing event-based tourism solutions.

The objectives of the program:

General Objective

To explore the role of events tourism in placemaking and sustainable destination development through an interdisciplinary, practice-based Blended Intensive Program (BIP), combining academic insight with real-world engagement and stakeholder collaboration.

Specific objectives:

- To analyze how cultural and sports events activate public spaces and contribute to shaping local identity and community cohesion.
- To understand the strategic integration of events within broader destination development plans, with a focus on sustainability, innovation, and inclusiveness.
- To engage students with local and regional stakeholders—such as event organizers, DMOs, and public institutions—to assess the socio-economic and spatial impact of events.
- To develop students' skills in co-designing placemaking interventions, emphasizing creative, participatory, and context-sensitive approaches.
- To foster interdisciplinary, intercultural learning and teamwork among students and staff from participating institutions.

Program Overview: The program will be divided into two parts: an online component and an in-person intensive program.



Online Component (05-09/10/2026): The online component will consist of a one-week course, which will take place prior to the in-person intensive program. The course will be delivered through a combination of lectures, group discussions and readings.

One month prior to the virtual classes, learning materials will be provided to students for self-studying and preparation for the course.

The course will cover the following topics:

- Introduction & theoretical foundations on event tourism, destination identity, stakeholder networks
- Industry Insights & Case Studies on event sustainability, sports event management, festivalization, destination strategies

In-Person Intensive Program (19-23/10/2026): The in-person intensive program will take place at the West University of Timisoara and different venues around the city for the practical part. The program will consist of lectures, workshops, field visits and group activities under the framework of an innovation challenge/competition. The in-person program will provide students with an opportunity to engage in hands-on learning and to interact with other students and professionals in events, sports, culture, MICE, tourism and destination management fields.

The in-person program will cover the following tasks:

- MICE sector & event infrastructure: exploring venues, resilience strategies and real-world challenges
- Sports events & urban visibility: analysis of event impacts, marketing and sustainability + design of new event concepts
- Cultural and community events: exploring grassroots initiatives and mapping local resources in urban districts
- Festivals & destination branding: field visits and workshops on festival design, mobility and sustainability
- Strategic destination development: working with stakeholders to align event initiatives with local and regional strategies
- Collaborative project work: students develop and present event-based solutions in international teams



Assessment: Students will be required to work in groups to develop a project related to developing an event based on Timisoara's existing infrastructure, amenities and tourism resources. The project will be presented 2 weeks after the in-person intensive program alongside a reflexive shared session.

ADDED VALUE FOR INTERNATIONAL STUDENTS

- ✓ Exposure to real event ecosystems (sports, MICE, festivals, grassroots culture)
- ✓ Multinational expert contributions
- ✓ Hands-on fieldwork + applied project development
- ✓ Immersive experience in a European Capital of Culture city
- ✓ Networking with event organizers, public institutions, NGOs, and creatives
- ✓ Urban discovery experiences in one of the most vibrant cities in Eastern Europe

Useful Tips Place: The in-Person Intensive Program will be held at the Uvest University of Timisoara, B-dul Parvan, no.4, Timisoara, Romania, + various event venues around the city (will be announced during the virtual component week)

Travel: Students are best to arrive to Timisoara by October 18th

Accommodation: Students have the option to receive accommodation in WUT's dorms at approximately 70 Euros/week, or can opt for one of the many Airbnb or hostel/hotel options available around the city and the main venue.

General Information about Timisoara: visit-timisoara.com