



## *The Wine Experience as a Cultural Product: Developing a Narrative Tourism Concept*

Join us for the "The Wine Experience as a Cultural Product: Developing a Narrative Tourism Concept", an **Erasmus+ BIP program** taking place between April 20-24, 2026, at the **Faculty of Business, Babeș-Bolyai University, Cluj-Napoca** in partnership with the "Crama Jelna" winery. The program offers students the opportunity to work in interdisciplinary teams focused on developing a narrative tourism experience that integrates wine culture, rural heritage, and the story of the **Jelna Winery**, with the aim of increasing visitor engagement and promoting the winery as a center of local cultural identity. We invite you to be part of this exciting program that will enhance your skills and provide you explore key topics in narrative tourism, cultural heritage, experience design and oenological tourism in Romania.

### **Why participate?**

| To gain technical competencies:     |                                                                                                          |                         |
|-------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------|
| Wine tourism:                       | Acquire practical experience in conceptualizing and developing wine-focused tourism initiatives.         |                         |
| Storytelling and narrative tourism: | Apply storytelling methods to enhance visitor engagement and interpretive value.                         |                         |
| Marketing:                          | Develop an understanding of marketing strategies specific to cultural and experiential tourism products. |                         |
| Experience design                   | Develop project management skills through the planning and evaluation of experiential tourism projects.  |                         |
| Data analysis:                      | Learn to analyze visitor data and feedback to improve tourism concepts and marketing effectiveness.      |                         |
| Soft skills:                        |                                                                                                          |                         |
| Team collaboration                  | Communication skills                                                                                     | Creativity              |
| Problem-solving                     | Adaptability                                                                                             | Intercultural awareness |

#### Program details:

**Duration: 5 days (April 20-24, 2026)**

*Please note that the program starts on Monday morning. Arrival is therefore scheduled for Sunday.*

**Location: Cluj-Napoca, Faculty of Business, UBB**

Price: 310 euros (includes breakfast, lunch and accommodation at university student dorms, visits, and materials)

**Successful completion of the program granted with 3 ECTS**

You can apply for Erasmus+ scholarship for this BIP program at you home university to cover the expenses.

#### Practical information:

**Prior to the trip online activities:** Kick-off meeting and program presentation; initial lectures

**During onsite week:** Mix of business presentations, lectures, coached working sessions and final presentations of the teams' projects.

**Social activities throughout the onsite week will be designed to foster intercultural understanding. Guided visit of Cluj-Napoca and Cultural dinner**

#### Coordinators & lecturers:

Adina Negrusa, Oana Bode and guest professors from partner universities: Cergy Paris University, Ca' Foscari University of Venice