

# Programme of the Physical Mobility

**18.05.2026**

9:30 Departure from Casa de Cultură a Studenților "Dumitru Fărcaș"  
(<https://www.google.com/maps/place/Casa+de+Cultur%C4%83+a+Studen%C8%9Bilor+%E2%80%9EDumitru+F%C4%83rca%C8%99%E2%80%9D/@46.7669491,23.5835636,17z/data=!3m1!4b1!4m6!3m5!1s0x47490e82f45568ff:0x351ae5e2f80a5389!8m2!3d46.7669455!4d23.5861385!16s%2Fg%2F1hff2tcr6?entry=ttu>)

**Cluj Napoca – Târgu Lăpuș – Ungureni (Podină Resort - <https://podinaresort.com/ro>)**

- Meeting with the Mayor of Târgu Lăpuș: migration of labour force, population and economic statistics

**Radu-Daniel Pintilii & Marian Marin**

- discussion, debate, dialogue and critical reflection on locally culturally and environmental relevant issues.

Administrative issues:

- accommodation
- establishing the teams and group activities

**Viorel Mihăilă & Philia Issari**

Presentation on the topics of:

- (1) Identity and image of a place;
- (2) Branding and place branding;
- (3) Community identity in place promotion campaigns. The link with civic tourism.

Presentation and discussion on the topic of – Tools for research – gathering information steps in marketing research; interview guidelines for the teams; interpreting and making use of the information

Nuts and bolts for the communication plan

Practical exercise – (1) based on the initial framework discussed, the task is to elaborate an initial need for information for your tentative campaign (social, cultural, economic...); (2) building on the previous step findings, draft an interview guide for the community of Rogoz.

- experiential learning activities such as community action and problem-solving.
- mentoring (to facilitate understanding and engagement with education for sustainable development issues).
- interdisciplinary exploration and problem-solving.
- action–research - a cyclical process of planning, action, observation, and reflection based on research to innovate and improve practice

**19.05.2026**

**9:30 Departure Ungureni – Rogoz - Ungureni**

The students will conduct various communications sessions with members of community (adults, teenagers, children) from the designated village, to learn how to generate local contents in the social media related to preserving local heritage (material and immaterial). The students – as teams, were required to develop a communications plan which required them to make direct contact with the community, analyzing its social needs and offering a communications action that would achieve the proposed objectives, to underline the economic importance of the heritage.

**Viorel Mihailă & Philia Issari**

Conduct the interviews in the community. Use the general interview guide to gather information from the local authorities (as clarification questions following their presentations), essential stakeholders, local tourism workers, and NGO representatives on-site. Draft the initial report of the research conducted throughout the day.

- Pre-active phase: the theoretical foundations will be analyzed; the social context of the selected area will be defined; the research questions and objectives will be proposed; the contextual influences were defined, as were the resources that would be needed and the timing; and the research process was proposed.
- Interactive phase: the intervention and field work were carried out. Qualitative information will be collected through the different tools that have already been described.
- Analysing the identitarian relevance of an UNESCO Site – Church „Biserica Sfinții Arhangheli Mihail și Gavril”
- Discussions and presentations from locals and authorities in addition of identity characteristics
- Local handicrafts, gastronomy, religious and non-religious celebrations as tools for tourism promotion **(on site live experience)**
- Post-action phase: the final report on the study will be written, detailing the critical reflections on the case studied.

**20.05.2026**

**9:30 Departure Ungureni - Rogoz – Băiuț – Ungureni**

**Călina & Florin Mârzac, Ioan Hojda**

- Service-learning introduces the active participation of students and their exposure to real world challenges, and this real involvement in ex-mining community activities, in addition to building relationships and knowledge
- Meeting with local administration representatives involved in promoting the cultural identity and members of local community
- Students will provide some solutions based on their on-line activity, related to the economical transformations.

Some reflections about the day...

**21.05.2026**

**9:30 Departure Ungureni – Rogoz – Poiana Botizii – UNESCO Secular Forest**

**Florin Mârzac & WWF**

- Meeting with ROMSILVA and WWF representatives related to explain the campaign for establishing an Environmental & Cultural Protected Area, during the visit of the UNESCO site.
- the day project incorporated into the knowledge of the environment subject, will comprise an ecological approach of Poiana Botizii area – an old mining facility, a relict area nowadays.
- Meeting with Lapușul Românesc Mayoress – Q&A – development programmes with national and European financing, actual community issues etc.
- Service-learning introduces the active participation of students and their exposure to real world challenges, and this real involvement in community activities, in addition to building relationships and knowledge

**VERY IMPORTANT!!!**

**!!!For this trip, you will need trekking boots, raincoats, caps, long trousers and hoodies!!!**

**22.05.2026**

**9:30 – 12:00**

- Presenting the results of the teamwork

**12:00**

- Returning to Cluj-Napoca
- Departure of the participants