

Driving Change: Empowering Urban Communities through Physical-Based Outdoor Activities, Next-Gen Active Tourism and Entrepreneurship

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

Call for partners

What is it about?

This programme offers participants the opportunity to engage in a **diverse and creative set of outdoor physical activities**, accompanied by a structured collection of **methods and tools** for organizing and managing such initiatives. The central objective is to promote an **active and engaging lifestyle** that integrates outdoor physical pursuits, teamwork, and the principles of **local active tourism**.

The activities and methodologies presented are designed particularly for large urban environments, aiming to **encourage sustainable behavioral change, enhance individual well-being, and reduce the impact of urban stress**. A complementary objective of the programme is to identify and develop **entrepreneurial initiatives** capable of supporting these activities and contributing to the (re)activation and diversification of local tourism in major urban areas.

During the intensive physical activity week, participants will also attend a specialized lectures and workshops addressing the challenges, opportunities, and benefits of entrepreneurial initiatives within the field of local active tourism.

Pre-project Virtual Component

Participants will attend an online introductory lecture focusing on the **characteristics, values, and significance of active tourism** as part of a new generation of sustainable activities promoting quality of life and active living in large urban settings.

In-person Component

The physical mobility week will start with a theoretic lecture on *Entrepreneurship in Local Active Tourism: Leveraging Natural and Cultural Assets Near Large Urban Areas to Enhance Community Well-Being and Support Small Tourism Enterprises*. Also, the program will include throughout the week provide to participants a variety of **experiential learning opportunities** through guided outdoor physical activities, workshops, and collaborative sessions. These experiences will allow students to apply theoretical concepts in practical contexts.

Post-project Virtual Component

Following the mobility, participants will be required to **design a comprehensive programme of outdoor physical activities** within a local active tourism initiative. This final task should reflect the methods, tools, and activities explored during the BIP.

Where?

"Alexandru Ioan Cuza" University of Iasi, Romania

When?

Pre-project meeting: 06-10.04.2026

In-person week: 20-24.04.2026

Post-project meeting: 04-08.05.2026

Who should attend?

Students (1st, 2nd or 3rd cycle) from sports science, educational sciences, psychology and social sciences

We will be happy to receive teachers with Erasmus Teaching Mobilities

Learning outcomes

Upon successful completion of the programme, participants will be able to:

1. **Analyse and apply** key concepts, methods, and tools for organising outdoor physical activities aimed at enhancing well-being and promoting sustainable active lifestyles in urban environments.
2. **Develop and implement** a structured programme of outdoor physical activities that integrates the principles of active tourism, teamwork, and community engagement.
3. **Identify and evaluate** potential entrepreneurial opportunities related to local active tourism initiatives that contribute to the revitalisation of urban areas and the promotion of sustainable, health-oriented practices.

Benefits

3 ECTS Credits

Course structure. Main topics

Practical activities:

- Team Dynamics Outdoors: Leadership and Collaboration through Movement (children, teenagers, adults, seniors)
- A team building approach for group fitness programs suited for large group of people to strength the collaboration, teamwork and motivation

- *Basic Life support* workshop
- Biking, Learn, Discover: Mapping Active Tourism Trails

Theoretical lecturer

- From City to Nature: Entrepreneurship in Peri-Urban Active Tourism
- Enhancing Well-Being and Social Connection through Peri-Urban Outdoor and Cultural Heritage Engagement among Urban Populations

Bonus 1: Hot Air Balloon ride

Bonus 2: Friday night farewell party