


Name and address of university	University Stefan cel Mare from Suceava, Romania University Street. No. 13 ROMANIA – 720229 Suceava www.usv.ro
Contact	 <p>Assoc. Prof. Dr. Carmen Chasovschi carmenc@usm.ro</p>
Short description of university	The first university in Romania in terms of number of patents and inventions over the last decade, University Stefan cel Mare from Suceava (USV) plays a determinant role in the development and dissemination of scientific knowledge. Since its foundation in 1963, our university has constituted a powerful presence in a city of more than 100.000 inhabitants, decisively contributing to building a modern identity for the local community, in the geopolitical context of regional development and cross-border relations between Romania, Ukraine and the Republic of Moldova. The University is located in the north-eastern part of Romania, in South Bukovina, a region of scenic beauty with a strong focus on values and cultural tradition, an important Romanian tourism destination.
Relevant Faculty/department	Faculty of History and Geography Faculty of Economics, Administration and Business.
Study programme(s) in (sustainable) tourism	Master Program Planning of New Tourism Products and Destination Management https://feaa.usv.ro/wp-content/uploads/sites/15/2022/10/planet.pdf
Duration and ECTS of programme(s)	2 years, 120 ECTS
Language(s) of instruction	English
Keywords describing programme(s)	Tourism Management and Sustainable Development of Destinations. Destination management and knowledge, tourism economics & marketing, Strategi Management in Tourism.
(Sustainable) tourism research/transfer institute (if any)	CERC – TOUR- Center for Research and Competences. https://feaa.usv.ro/centre-de-cercetare/cerc/# https://cerc.usv.ro/en/
Research/transfer topics	<ul style="list-style-type: none"> - Sustainable destination management; - Cultural tourism; - Heritage tourism.

Selected research projects on sustainable tourism

”PORT Cultural: PORTfolio of innovative tools for sustainable development of rural communities with tourism potential, through capitalization of cultural patrimony and cultural identity”.
2018-2022

The project has investigated the changes in the cultural landscape of Bucovina and Transylvania areas, and the impact on the development of the sustainable tourism in these traditional Romanian destinations. The research involved historic, ethno-demographic and anthropological studies and has developed a portfolio of innovative tools that can be used by the local communities.

The developed solutions, as technological and non-technological innovation, were delivered as ”ready-to-use” tools, to public administration bodies from targeted areas, to private and non-profit organizations, to professional associations, to the owners of built patrimony, delivering efficient solutions for preservation of relevant elements. It was developed as well as handbook for sustainable development of tourism destinations, studies for development of entrepreneurship in rural communities, complex models of impact of modernisation/development of the regional identity and the impact of integration to (inter)national consumption chains.

www.portcultural.usv.ro

ILCA Innovative Laboratories for Climate Action
2022-2024

The project has three objectives: (1) strengthen human capital in climate innovation and entrepreneurship by training and mentoring students, academic and non-academic staff in systemic problem solving; (2) advance multi-disciplinary climate and social innovation capacity by establishing climate innovation laboratories, and involving ecosystem actors in the design of climate innovation projects; (3) support the preparedness and competitiveness of small and medium-sized enterprises (SMEs) in climate transition and digitalisation.

USV has chosen the tourism industry for training and best practices. In Phase 1, the project will develop and test a training and mentoring programme with two research institutions as full partners and associate partners from regional ecosystems who are close to the working life. The other action will be value-flow mapping and engagement of the actors in climate ecosystems by identifying shared purposes and motivations. In this phase, the project will also start developing the climate innovation laboratories. As part of its third objective, the project will run a survey among SMEs to identify their needs and create a portfolio of support services that will be tested. In Phase 2, each HEI will further develop the training programme according to its subject area. At the end of the project, the consortium will develop ‘climate

	<p>microcredentials' that fully comply with the Common Microcredential Framework.</p> <p>Nature Active Parks in Bucovina http://www.turismactiv.ro/</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>USV is very involved in the community development of Suceava County and of NE of Romaia.</p> <p>USV is member of the Bucovina Tourism Association, a professional organization that was (since 2001) involved as a DMO in the development of Bucovina destination. As well, all projects implemented by USV are connected with the challenges of the tourism industry. The focus is mainly on sustainable tourism destination, preservation of cultural landscape and heritage and rural regeneration through community involvement.</p> <p>PORT Cultural project has created architectural plans as solutions for the preservation of the traditional houses and vernacular architecture of rural areas. The plans were distributed to the city halls from the rural settlements of Bucovina, together with a practical guide for sustainable development of rural communities.</p> <p>Since 2018, the Summer School of USV in Tourism and Heritage, supports a rural regeneration project in a pilot community, Cacica. The project is based on inter-disciplinary workshops (architecture, tourism, anthropology, nature preservation) and the results are tested and applied for the development of Cacica as a sustainable tourism destination.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p><u>HEIs and other training institutions</u></p> <ul style="list-style-type: none"> • University of West London (UK) • University of Parma (IT) • University of Pescara (IT) • University of Coruna (ES) • University of Oerebro (SE) • University of Quebec (CA) • Hochschule für nachhaltige Entwicklung Eberswalde (GE) • EDUTUS University Budapesta (HU) • Instituto Politecnico de Bragança, Portugalia (PT) • University of Tartu, Parnu Colege, Parnu, Estonia (EE) • Fachhochschule des Mittelstandes, Berlin Campus (DE) • Mehmet Akif Ersoy University, Budur, Turcia (TR) • Mersin University, Mersin, Turcia (TR) • Hellenic Mediterranean University, Creta, Heraklion, Grecia (GR) • Sinop University, Sinop, Turcia (TR). <p><u>Tourism associations and individual companies</u></p> <ul style="list-style-type: none"> • Bucovina Tourism Association

- Sibiu Tourism Association
- Chamber of Commerce and Industry Suceava
- Local Action Group Sucevita-Putna
- Tara Dornelor Eco-Association
- Eco-Romania Association
- Regional Development Agency North-East

Government organisations

- Tourism Ministry
- Administration of National Park Calimani
- Administration of Natural Park Vanatori-Neamt
- County Council Suceava County

Non-government organizations

- Putna Local Development Association
- ADER – Association of Economic and Regional Development
- iaBucovina - NGO

Business and project partners

- INCDT – National Institute for Research and Development in Tourism