

Blended Intensive Programme Autumn School

Neurotourism: Using Neuroscience for Memorable Tourism Experience

2nd Edition



PROGRAM PRESENTATION:

The Erasmus Blended Intensive Programme Autumn School entitled **Neurotourism: Using Neuroscience for Memorable Tourism Experience**, 2nd Edition, organised by the Faculty of Business from Babeş-Bolyai University Cluj-Napoca (Romania), in the period **05-06 November 2026** (online mobility) and **09-13 November 2026** (onsite mobility), aims to inform participants on cutting-edge trends and recent advancements in neuroscience applied to tourism industry, which are meant to enhance and unravel the memorable tourism experiences.

By attending this BIP initiative, participants will acquire theoretical knowledge and practical skills related to the most efficient strategies of enhancing destination competitiveness while providing fulfilling memorable experiences for tourists.

The BIP Autumn School is built around engaging hands-on activities, workshops, competitions and roundtable talks where participants will:

- 1) Navigate primers on neuroscience and the functioning of the human brain;
- 2) Understand decision-making mechanisms regarding the choice of tourist destinations and the creation of memorable tourism experiences;
- 3) Acquire basic concepts related to neuromarketing, neurofinance, neuromanagement, destination marketing, consumer psychology;
- 4) Design and run experiments, collect and analyse experimental data in the field of tourism with the following neuroscientific technologies and software: Eye Tracking, Galvanic Skin Response (GSR), Facial Expression Analysis software and Voice Analysis software.

Assessment will be based on the presentation of students' experimental results.

Access to top-notch neuroscience technologies is provided by the Faculty of Business *Neurobusiness Lab*.

PROGRAM DETAILS:

LOCATION: Cluj-Napoca, Faculty of Business, Babes-Bolyai University

DURATION: Onsite activities – 5 days

Onsite program starts on Monday morning, November 09th and ends at noon on Friday, November 13th.

Successful completion of the program granted with 3 ECTS, validated through the Learning Agreement.

Each participating university should select and send a minimum of 5 students, bachelor and/or master level. Students can be accompanied by professors from their home universities.

No Neuroscience prerequisite is required. All information needed to complete the program will be provided during the online and onsite activities.

ESTIMATED COSTS:

Attending students should expect to pay a fee of 120 Euro, covering a Welcome Lunch and a Farewell Dinner. The host university covers program-related materials, coffee breaks and social program.

Attending students can apply at the home university for Erasmus Short Mobility programs, to obtain the scholarship that covers travel, accommodation and living costs. To apply, students should address their university's Erasmus office.

Contact person:

Professor Dr. Larissa Bătrâncea

Faculty of Business

Babes-Bolyai University

Cluj-Napoca, Romania

Email: larissa.batrancea@ubbcluj.ro