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## **Erasmus+ Blended Intensive Program (BIP) in 'Cultural heritage: new perspectives for sustainable tourism'**

University Mediterranea, Reggio Calabria, Italy (coordinator University)

*In-presence activities: July 1-5, 2025*

*Dipartimento di Giurisprudenza, Economia e Scienze Umane – DiGiES, room D04*

*Feo di Vito, via Salita Melissari, 89124 Reggio di Calabria*

*<https://maps.app.goo.gl/XEc2GSwpMHRyENa8>*

*Virtual activities: July 7-11, 2025*

The University Mediterranea of Reggio Calabria, jointly with the University of Seville, the Aristotle University of Thessaloniki, the Université de Lorraine, the West University of Timisoara offer their students the opportunity to participate in a Blended Intensive Program (BIP). BIPs are innovative formats of student mobility introduced by the Erasmus+ Program 2021-2027 and combining short-term physical mobility with virtual learning. The present BIP includes in-person attendance of lectures given at the Mediterranean University of Reggio Calabria (Italy) from 1<sup>st</sup> to 5<sup>th</sup> July, 2025 and on-line lectures that will be delivered on July 7-11, 2025. On July 5<sup>th</sup>, students will visit the National Archaeological Museum of Reggio Calabria, known worldwide for the permanent exhibition of the famous Bronzes of Riace, masterpieces of bronze statuary from the 5th century BC.

### **Aims, contents and methodology**

The program has a multidisciplinary approach and aims at examining cultural tourism in a range of perspectives. It provides an economic and public policy analysis enabling learners to capture the role of cultural heritage and tourism for sustainable development. Moreover, it offers an overview of revenue management and interculturality in the tourism sector, as well as the strategic and marketing implications for cultural sustainable tourism. Finally, the program provides students with knowledge of the principles of international law for tourism planning and qualitative and quantitative research methods applied to the field of cultural tourism. These topics will be covered by 16 hours of teaching and learning activities in the in-presence module and 6 hours of activities in the virtual module. Activities include lectures, case studies, presentations, peer discussion, active learning and are detailed as follows.

#### In-presence module (July. 1<sup>st</sup> – 5<sup>th</sup>, 16 hours)

- Cultural heritage and tourism for sustainable development (2 hours): Prof. Tiziana Cuccia (University of Catania)
- Public Participation and Social Enterprises: Driving Sustainable Tourism in Cultural Heritage (2 hours): Prof. Sabina De Rosis (University Mediterranea of Reggio Calabria)
- Overtourism and cultural heritage: firm strategies in competitive markets (2 hours): Prof. Marco Savioli (University of Salento)
- Sustainable agreements and Competition Policy (2 hours): Prof. Konstantinos Papadopoulos (Aristotle University of Thessaloniki)
- Tourism and Interculturality: Challenges, Strategies, and Sustainable Development (2 hours): Prof. Tourya Gaaaybess (Université de Lorraine)
- Revenue management in tourism (2 hours): Prof. Claudio Piga (University of Genova);
- International marketing strategies in sustainable destination management (2 hours): Prof. Nicoletta Occhiocupo (Oxford Brookes University and University of Parma)
- The economic impact of cultural tourism: the case of 'La Notte della Taranta' (2 hours): Prof. Marcella Scrimatore (University Mediterranea of Reggio Calabria).



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Lectures and activities are scheduled as follows:

	<b>h. 9-10</b>	<b>h. 10-11</b>	<b>h. 11-12</b>	<b>h. 12-13</b>
<b>July 1 (Tuesday)</b>	Prof. T. Cuccia	Prof. T. Cuccia	Prof. Papadopoulos	Prof. Papadopoulos
<b>July 2 (Wednesday)</b>	Prof. M. Savioli	Prof. M. Savioli	Prof. N. Occhiocupo	Prof. N. Occhiocupo
<b>July 3 (Thursday)</b>	Prof. T. Guaaybess	Prof. T. Guaaybess	Prof. M. Scrimatore	Prof. M. Scrimatore
<b>July 4 (Friday)</b>	Prof. S. De Rosi	Prof. S. De Rosi	Prof. C. Piga	Prof. C. Piga
<b>July 5 (Saturday)</b>	h. 10.00: visit to the National Archaeological Museum of Reggio Calabria			

Virtual module (video streaming by Microsoft Teams) (July, 7<sup>th</sup> – 11<sup>th</sup>, 6 hours)

- Cultural and generational differences for cultural tourism (2 hours): Dr. Andrea Nagy (West University of Timișoara)
- Cultural heritage and tourism in International Law (2 hours): Prof. Marina Mancini (University Mediterranea of Reggio Calabria)
- Sustainable consumption in tourism (2 hours): Dr. Diletta Acuti (University of Bath)
- Conclusion: Prof. Marcella Scrimatore (University Mediterranea of Reggio Calabria)

#### Partner Universities

- Mediterranean University of Reggio Calabria, Italy (coordinator University)
- University of Seville, Spain
- Aristotle University of Thessaloniki, Greece
- Université de Lorraine, France
- West University of Timișoara, Romania

#### Participants, language of teaching, ECTS

A number of 23 students from partner Universities have been admitted to the BIP. Both online and in-presence lectures will be taught in English. Participants will be given a certificate of attendance upon completion of the BIP activities (3 ECTS).

#### Information

Please, contact Prof. Marcella Scrimatore (program coordinator) at [Marcella.Scrimatore@unirc.it](mailto:Marcella.Scrimatore@unirc.it)