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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: June 11-15, 2024

Dipartimento di Giurisprudenza, Economia e Scienze Umane – DiGiES

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

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

Virtual activities: June 17-21, 2024

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 11th to 15th June, 2024 and pre-recorded lectures made available to online students on June 17th, 2024. On June 15th, 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 offers an overview of the strategic management and marketing implications for sustainable tourism. Moreover, it provides an economic and public policy analysis enabling learners to capture the role of cultural heritage and tourism for sustainable development. Finally, the program provides students with knowledge of the principles of International Law for tourism planning and analytical tools necessary to understand the role of artificial intelligence in cultural tourism. These topics will be covered by 15 hours of teaching and learning activities in the in-presence module and 5 hours of activities in the virtual module. Activities include lectures, case studies' presentation, peer discussion, active learning and are detailed as follows.

In-presence module (June. 11th – 15th, 15 hours)

- Cultural heritage and tourism for sustainable development (2 hours): Prof. Tiziana Cuccia (University of Catania)
- Artificial intelligence for sustainable tourism and cultural heritage (2 hours): Prof. Massimiliano Ferrara (Mediterranean University of Reggio Calabria)
- Sustainable agreements and Competition Policy (1 hour): Prof. Konstantinos Papadopoulos (Aristotle University of Thessaloniki)
- Cultural and generational differences for cultural tourism (4 hours): Dr. Andrea Nagy (West University of Timisoara)
- International marketing strategies in sustainable destination management (2 hours): Dr. Nicoletta Occhiocupo (Oxford Brookes University)
- Cultural heritage and tourism in International Law (2 hours): Prof. Marina Mancini (Mediterranean University of Reggio Calabria)
- Smart green tourism (2 hours): Prof. Zacharoula Andreopoulou (Aristotle University of Thessaloniki)



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Lectures are scheduled as follows:

	h. 9-10	h. 10-11	h. 11-12	h. 12-13
June 11 (Tuesday)	Prof. M. Mancini	Prof. M. Mancini	Prof. T. Cuccia	Prof. T. Cuccia
June 12 (Wednesday)	Prof. Papadopoulos	Prof. Andreopoulou	Prof. Andreopoulou	
June 12 (Wednesday)	h. 14.00: presentation of the Degree Courses at partner Universities ¹			
June 13 (Thursday)	Prof. M. Ferrara	Prof. M. Ferrara	Prof. Occhiocupo	Prof. Occhiocupo
June 14 (Friday)	Dr. A. Nagy	Dr. A. Nagy	Dr. A. Nagy	Dr. A. Nagy
June 15 (Saturday)	h. 9.00: visit to the National Archaeological Museum of Reggio Calabria			

Virtual module (video streaming by Microsoft Teams)(June, 17th – 21st, 5 hours)

- June 20, h. 11-13: Revenue management in tourism (Prof. Claudio Piga, University of Genova);
- June 21 h. 11-13: Sustainable consumption in tourism (Dr. Diletta Acuti, University of Bath);
- June 21. h. 13-14: 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 Timisoara, Romania

Participants, language of teaching, ECTS

A number of 25 students from the 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.

Meals and welcome dinner

- Lunches will be offered to participants at the University Cafeteria at Feo di Vito, via Salita Melissari, Reggio di Calabria (next to the DiGiES).
- Welcome dinner: June 11, starting from h. 20.00, at Residenza Universitaria, via Roma no. 6 - Reggio Calabria.

¹ Presenters: Prof. Zacharoula Andreopoulou for the Aristotle University of Thessaloniki, Dr. A. Nagy for the West University of Timișoara, Prof. Marcella Scrimatore for the University Mediterranea of Reggio Calabria.