

Dear Esteemed Partner,

Warm greetings from Budapest University of Economics and Business!

Following the [great success](#) of International Intensive Weeks, we are pleased to invite you to our upcoming blended short-term mobility programme:

Date: 9th - 13th February 2026

Location: City Centre Campus, 1054 Budapest, Alkotmány utca 9-11.

Title: Cultural Tourism in Cities: in Collaboration with Budapest City Park (Liget)

The aim of the course is to discuss the development of cultural tourism in cities, especially the introduction and promotion of new attractions (in this case, the Liget Budapest development).

The theoretical part of the course will focus on how cultural tourism can be defined in terms of attractions and activities, as well as typical cultural tourist segments and motivations. The presented case study will be the Liget or City Park development in Budapest with its new attractions, landscaped gardens, playgrounds, sports facilities and other features.

We are pleased to confirm that participation remains free of charge for students and staff members from our partner universities. The course awards **3 ECTS credits**, and a **certificate of participation** will be issued upon successful completion of the programme.

The programme consists of **five days of in-person training in Budapest**, complemented by an **online component**, making participants eligible to apply for **Erasmus funding**. The course is open to **Bachelor's and master's students from all academic disciplines** and is not limited to tourism-related programmes. A **minimum B2 level of English proficiency** is required.

Further details about the courses will be shared shortly. Please note that **all additional expenses**, including travel, meals, and accommodation, must be covered by the participants themselves.

To express your interest in the course, please use the following **registration link**: [LINK](#)

Kindly ensure that you submit your response by **22nd January 2026**.

If you have any questions or require further information, please do not hesitate to contact us. Thank you for your continued collaboration, and we look forward to welcoming your students and faculty members to our courses in the upcoming academic year.

Kind Regards,

Mirjam