

Title of BIP: Cultural heritage: new perspectives for sustainable tourism

| General information |
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| <p>Objectives and Description:</p> <p>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 methods for the analysis of cultural tourism. These topics will be covered by 30 hours of teaching and learning activities in the in-presence module and 20 hours of activities in the virtual module. Activities include lectures, case studies, presentations, peer discussion. In order to achieve their learning objectives and earn the 3 ECTS credits, students will have to write and present an essay/project during the last day of the in-presence component.</p> |
| <p>Methods and outcomes:</p> <p>The BIP includes in-person attendance of lectures given at West University of Timișoara, Faculty of Economics and Business Administration from 22nd-26th June, 2026 and on-line lectures that will be delivered on June 15th-19th, 2026.</p> <p>Students will visit the Banat Village Museum of Timișoara and/or Water Museum and will take a guided tour of Timișoara to discover its rich cultural heritage.</p> |
| <p>Field of Education:</p> <p>Tourism, Business Administration, Economics</p> |
| <p>Target audience / Participants profile:</p> <p>Students from 1st cycle and/or 2nd cycle and/or PhD degree programs in the academic year 2025/2026.</p> |
| <p>No of ECTS issued:</p> <p>3</p> |
| <p>Language of instruction and requirements:</p> <p>Both online and in-presence modules will be taught in English. B2 level is required to have a successful learning experience.</p> <p>Dates for physical activity:</p> <p>22nd-26th June, 2026</p> <p>Location of physical activity:</p> <p>Faculty of Economics and Business Administration, West University of Timișoara</p> <p>Dates for virtual component:</p> <p>15th-19th June, 2026</p> |

Virtual Component Description:

In the Virtual Component part, students will familiarize with theoretical insights on issues related to culture, cultural heritage, sustainability and sustainable tourism.

Organizing Board

Receiving/Host university:

Universitatea de Vest din Timișoara, Romania (Nagy Andrea, andrea.nagy@e-uvt.ro)

Sending/Partner universities:

P1. Università Mediterranea di Reggio Calabria, Italy (Marcella Scrimatore, marcella.scrimatore@unirc.it);

P2. Aristotle University of Thessaloniki, Greece (Konstantinos Papadopoulos, kpap@econ.auth.gr);

P3. Université de Lorraine, France (Tourya Guaaybess, tourya.guaaybess@univ-lorraine.fr);

P4. University of Seville, Spain (Pedro Palos, vdecorin@us.es);

P5. Università di Catania, Italy (Tiziana Cuccia, cucciati@unict.it)

Detailed programme

1. Planned activities during virtual component:

During virtual component, students will attend each day 4 hours of online courses/activities.

Day one will begin with a brief presentation of the BIP's virtual and in presence program, continued with a course.

During days 2, 3 and 4, students will take courses and join online group activities.

Last day will end with a Q&A session to clarify details regarding students' trip to Timisoara for the BIP's in presence component.

2. Planned activities during physical component:

1st day:

9:00-12:00 – Course 1, prof. Marcella Scrimatore, PhD.

12:00-14:00 – lunch break

14:00-17:00 – after course activity (getting to know each other activities)

2nd day:

9:00-12:00 – Course 2, prof. Konstantinos Papadopoulos, PhD.

12:00-14:00 – lunch break

14:00-17:00 – after course activity (visit to Banat Village Museum Timisoara or Water Museum)

3rd day:

9:00-12:00 – Course 3, prof. Tiziana Cuccia, PhD.

12:00-14:00 – lunch break

14:00-17:00 – after course activity (discover the cultural heritage of Timisoara city tour)

4th day:

9:00-12:00 – Course 4, prof. Tourya Guaaybess, PhD. / Ștefana Dima PhD.

12:00-14:00 – lunch break

14:00-17:00 – after course activity (sustainable tourism best practices in hotels from Timișoara)

5th day:

9:00-12:00 – Course 5, prof. Pedro Palos, PhD. / Ruxandra Pitorac PhD.

12:00-14:00 – lunch break

14:00-17:00 – after course activity (presentations of essays/projects, discussions & conclusions)

Application procedure

fill in application form available here: *to be generated later*

