



UNIVERSITÉ
DE LORRAINE



ARISTOTLE
UNIVERSITY
OF THESSALONIKI



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
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 1st to 5th July, 2025 and on-line lectures that will be delivered on July 7-11, 2025. On July 5th, 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. 1st – 5th, 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)
- TBA (2 hours): Prof. Filippo Di Pietro (Universidad de Sevilla)
- 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)



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Virtual module (video streaming by Microsoft Teams) (July, 7th – 11th, 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 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 (6 ECTS).

Information

Please, contact Prof. Marcella Scrimatore (program coordinator) at Marcella.Scrimatore@unirc.it



in collaboration with



UNIVERSIDAD
D SEVILLA



West University
of Timișoara



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Erasmus+

Blended Intensive Program (BIP)

CULTURAL HERITAGE: NEW PERSPECTIVES FOR SUSTAINABLE TOURISM

COORDINATOR: Prof. Marcella Scrimatore



UNIVERSITY MEDITERRANEA OF REGGIO CALABRIA
Department of Law, Economics and Human Sciences



In presence activities
1-5 July, 2025

Virtual activities
7-11 July, 2025



INFO

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Domanda di candidatura all'Erasmus+ BIP – 'Cultural heritage: new perspectives for sustainable tourism'

Dipartimento di Giurisprudenza, Economia e Scienze Umane (DiGiES)

Progetto 2023-1-IT02-KA131-HED-000127198-6 - A.A. 2024/2025

Alla coordinatrice del BIP-DiGiES 2024/2025

Prof.ssa Marcella Scrimatore

Università Mediterranea di Reggio Calabria

Il/la sottoscritto/a

Cognome	Nome
Nato/a il	A
Codice fiscale	Tel/cell
Residente a	In via
Nazionalità	☐ Iscritto al _____ anno dell'a.a. 2024/2025 al ☐ corso di laurea triennale in Scienze Economiche, ☐ corso di laurea triennale in Scienze dell'Educazione e della Formazione, ☐ corso di laurea triennale in Scienze Motorie e Diritto allo Sport, ☐ corso di laurea magistrale in Economia, ☐ corso di laurea magistrale a ciclo unico in Giurisprudenza, ☐ corso di laurea magistrale in Progettazione Pedagogica e Gestione dei Servizi Educativi per i Minori, ☐ corso di laurea magistrale a ciclo unico in Scienze della Formazione Primaria, presso il Dipartimento di Giurisprudenza, Economia e Scienze Umane dell'Università Mediterranea di Reggio Calabria.
Numero di Matricola	Indirizzo email istituzionale

consapevole delle sanzioni previste dalla legge in caso di dichiarazioni mendaci, falso negli atti e uso di atti falsi (art. 76, D.P.R. n. 445/2000) e dell'ulteriore sanzione della decadenza dai benefici conseguenti a qualsiasi provvedimento o atto dell'Amministrazione emesso sulla base di dichiarazione non veritiera (art. 75, D.P.R.445/2000)

DICHIARA

- che la propria media ponderata degli esami sostenuti fino alla scadenza del presente bando è _____;
- che il proprio voto del diploma di maturità è pari a _____ (solo per gli studenti del primo anno);
- di **ESSERE/NON ESSERE** in possesso della certificazione linguistica _____.

Allega alla presente istanza:

Allegato obbligatorio

- ☐ Fotocopia fronte retro del documento di riconoscimento in corso di validità

Allegato facoltativo utile per l'attribuzione del punteggio:

- ☐ Eventuali certificazioni linguistiche

Luogo e data

Firma