

**BLENDED INTENSIVE PROGRAM**  
**BA&E**

**CULTURAL HERITAGE  
AND REAL ESTATE INVESTMENTS  
IN HISTORICAL TOWNS**

**SEPTEMBER  
7TH - 11TH  
ONLINE  
VIRTUAL  
MOBILITY**

**SEPTEMBER  
21ST - 25TH  
ONSITE  
MOBILITY  
IN ROME**

**TUM**  
TECHNISCHE  
UNIVERSITÄT  
MÜNCHEN

**TOR VERGATA**  
UNIVERSITÀ DEGLI STUDI DI ROMA

**UNIWERSYTET  
EKONOMICZNY  
W KRAKOWIE**

**TU  
WIEN**

The Blended Intensive Program is focused on urban planning and economics the domain of cultural tourism and it will involve students from different Universities and disciplines (Economics, Architecture, and Engineering).

Activities online will be focused on evaluating the target market and identifying the key drivers for successful development of turistic activities in a given area by focusing on retail, hospitality and museums. The onsite activities will be organized at the school of Economics of the Tor Vergata University of Rome and there will be several industry players that will provide their point of view on tools available for a successful touristic development in the area.

Online activities: September 7th - 11th

Onsite activities: September 21st-25th

Workload: 3 ECTS

Travel cost reimbursement

Interested? Please enroll in the moodle page



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