

Blended Intensive Program

Important note:

Students interested in this program have to apply to their home university according to the internal procedure.

Student applications made directly to the hosting institution will not be considered.

General information

Course Title	Managing Urban Tourism: Planning & Monitoring for Sustainability
Coordinating institution	University of Split Faculty of Economics, Business and Tourism (FEBT) ERASMUS+ Code: HR SPLIT01
Partner institutions	University of Malta University of Algarve University of Gdansk Nord University
BIP Code	2024-1-HR01-KA131-HED-000206905-2
Abstract: (a few lines describing the course that SEA-EU partners can use for dissemination)	Programme that equips with practical, data-driven tools for sustainable urban destination management. Through lectures, workshops and field visits, participants will learn to analyse policy coherence, design monitoring & evaluation frameworks and engage stakeholders for resilient, inclusive tourism.
Erasmus+ priorities addressed (<i>choose from the list</i>)	- Digital transformation - Environment and fight against climate change - Inclusion and diversity
Calendar	<ul style="list-style-type: none"> Nomination deadline: 16/01/2026 Confirmation of acceptance: 23/01/2026 Virtual component date: 15/04/2026 Dates of on-site/physical component: 20/04/2026-24/04/2026
Teachers in charge	University of Split, Faculty of Economics, Business and Tourism (FEBT), Croatia <ul style="list-style-type: none"> Assoc. Prof. Ante Mandić, PhD – Course Coordinator Prof. Lidija Petrić Prof. Smiljana Pivčević Assoc. Prof. Blanka Šimundić Assist. Prof. Davorka Mikulić Assist. Prof. Zvonimir Kuliš instructor Ena Jurić

	<p>University of Oulu, Geography Research Unit, Finland</p> <ul style="list-style-type: none"> • Assoc. Prof. Siamak Seyfi, PhD <p>University of Gdańsk, Faculty of Social Sciences, Institute of Socio-Economic Geography and Spatial Management, Poland</p> <ul style="list-style-type: none"> • Assist. Prof. Klaudia Nowicka • Assist. Prof. Julia Ziolkowska • Assist. Prof. Grażyna Chaberek-Kałużniak <p>Ca' Foscari University of Venice, Department of Economics, Italy</p> <ul style="list-style-type: none"> • Assoc. Prof. Jan Van der Borg <p>University of Malta Faculty of Economics, Management & Accountancy</p> <ul style="list-style-type: none"> • Assoc. Prof. John Ebejer Department of Tourism Management, Malta • Sr. Lect. Noel Buttigieg <p>University of Algarve, Portugal Faculty of Economics</p> <ul style="list-style-type: none"> • Assist. Prof. Dora Agapito <p>School of Management, Hospitality and Tourism</p> <ul style="list-style-type: none"> • Prof. Cláudia Ribeiro de Almeida <p>Nord University, Business School, Norway:</p> <ul style="list-style-type: none"> • Prof. Dorthe Eide <p>Kadir Has University, Faculty of Communication, Istanbul, Turkey</p> <ul style="list-style-type: none"> • Prof. Metin Kozak
Number of participants	<p>The minimum number of participants is 10, maximum is 20. Each partner SEA-EU university (UALG, UM, UG and Nord) can propose up to 3 students + 2 students on the reserve list. Other SEA-EU partner universities can propose 2 students + 2 students on the reserve list.</p>
Mobility costs	<p>This mobility is eligible for the Erasmus+ Student Short-Term Mobility grant. Please contact home university for further information</p>
City and country of the physical mobility	<p>Split, Croatia</p>
Contact	<p><u>Regarding application, ECTS recognition and ERASMUS+ grant:</u> home institution ECTS/ERASMUS+ coordinator</p> <p><u>Regarding pedagogical aspects:</u> Prof. Ante Mandić - ante.mandic@efst.hr</p> <p><u>Regarding host organisational aspects:</u> Danijela Coppola - dcoppola@efst.hr (FEBT ERASMUS+ Coordinator)</p>

Pedagogical content

Target group (students and/or staff) Expected learner profile Level of study (for students)	<p>Target group: bachelor and master students across tourism, geography, urban studies, economics, environmental management and public policy</p> <p>Expected learner profile</p> <ul style="list-style-type: none"> • Motivation to work on sustainable urban tourism challenges and stakeholder engagement • Comfortable with group project work • Helpful prior exposure to: tourism planning/management (not mandatory)
Requirements Academic background Field of education	<p>Requirements</p> <ul style="list-style-type: none"> • English proficiency: B2 or higher • Full attendance for 5 days (lectures, workshops, field visit) and group project participation. <p>Academic background</p> <ul style="list-style-type: none"> • Tourism/Leisure Studies, Geography, Urban Studies/Planning, Economics/Business, Environmental Management, Public Policy, Sociology or related fields.
Learning objectives	<ul style="list-style-type: none"> • Diagnose an urban destination's sustainability issues using policy, community, environmental and market data. • Analyse policy coherence with EU/SEA-EU frameworks and local strategies. • Design a fit-for-purpose M&E framework (KPIs, baselines, targets, data sources, governance). • Collect, interpret and visualise core urban tourism data for decisions. • Co-create solutions with key stakeholders via participatory methods. • Develop a concise destination action plan balancing experience, wellbeing and limits. • Communicate evidence and trade-offs clearly, applying ethical and inclusive principles.
Learning methods and outcomes	<p>Learning methods</p> <ul style="list-style-type: none"> • Interactive lectures (evidence-based concepts, short demos) • Workshops & labs (KPI design, data handling, dashboards) • Case work in teams (Split/Trogir) with coached studio sessions • Field visit with structured observation & stakeholder talks • Peer review and iterative feedback on team outputs <p>Learning outcomes</p> <p>By completion, participants can:</p> <ul style="list-style-type: none"> • Frame an urban destination problem statement grounded in policy and data • Build a concise M&E framework (KPIs, baselines, targets, sources, governance) • Collect and interpret core urban tourism indicators and results • Co-design practical interventions with stakeholders and justify trade-offs • Produce a professional deliverable set: 1) Policy/M&E brief (2–3 pages), 2) Dashboard or infographic (1 page), 3) Team presentation (10 min)

Any required material/software to take part in the course	Required material/software <ul style="list-style-type: none"> Laptop (fully charged) with webcam & mic + charger. Office tools: Excel or Google Sheets; PowerPoint or Google Slides; PDF reader. Browser: Chrome/Firefox updated; stable Wi-Fi access enabled. Collab tools: Access to home/SEA-EU university Google/Microsoft account (Drive, Forms). Fieldwork: Smartphone for photos/notes; Google Maps installed. Optional (nice to have): Tableau Public or Datawrapper (viz), QGIS (basic mapping). Files provided by host: Datasets, templates (KPI/M&E), and brief/report/presentation formats. Note: Follow basic GDPR hygiene—no personal data collection during field tasks.
Number of ECTS	3 ECTS credits
Total number of hours (workload)	60
Evaluation	<ul style="list-style-type: none"> Team Policy/M&E Brief (2–3 pp) – 30% <i>Rubric:</i> Problem framing (10), KPI design & targets (10), feasibility & governance (5), clarity/layout (5). Data Task & Visualisation – 30% <i>Rubric:</i> Data handling & accuracy (10), indicator interpretation (10), visual clarity (5). Final Team Presentation (10 min) – 40% <i>Rubric:</i> Evidence-based recommendations (10), stakeholder relevance (5), delivery & timing (5).
Transcript of records will be issued	Yes
Language of the course	English
Contact person in charge of signing the OLA	FEBT ERASMUS+ Coordinator: Danijela Coppola, dcoppola@efst.hr

Structure of the course

Physical component dates	Start date: 20/04/2026	End date: 24/04/2026
Description of the physical component (please include any relevant information for the applicants)	<p>Monday (1st day)</p> <ol style="list-style-type: none"> 1. Policy Analysis for Urban Tourism: Toward Sustainability and Resilience (3 hours) <ul style="list-style-type: none"> • Sustainability and resilience in urban tourism • Urban tourism planning and policy • Evaluation of urban tourism policy implementation 2. Community Engagement in Urban Settings (4 hours) <ul style="list-style-type: none"> • Working with communities in developing urban tourism • Community challenges and benefits in utilising heritage in urban tourism development • Community engagement tools and techniques <p>Tuesday (2nd day)</p> <ol style="list-style-type: none"> 1. Communicating and Advocating for Urban Tourism Policies (3 hours) <ul style="list-style-type: none"> • Effective communication of policy decisions. • Advocacy for sustainable urban policy initiatives. 2. Monitoring Urban Tourism (3 hours) <ul style="list-style-type: none"> • Monitoring urban destination performance. • Developing robust Monitoring & Evaluation frameworks for urban tourism. <p>Wednesday (3rd day)</p> <ul style="list-style-type: none"> • Study visits: City of Split/City of Trogir <p>Thursday (4th day)</p> <ol style="list-style-type: none"> 1. Tourism product development in urban destinations (4 hours) <ul style="list-style-type: none"> • Designing innovative experiences in urban destinations • Innovative models for fostering collaboration among tourism service providers 2. Masterclass (3 hour) <ul style="list-style-type: none"> • Marketing urban destinations for greater sustainability and resilience <p>Friday (5th day)</p> <ol style="list-style-type: none"> 1. Workshops/Group Projects (4 hours) <ul style="list-style-type: none"> • Recap of visits to urban heritage sites • Group assignments and presentations based on visit experiences 2. Closing Session (1 hour) <ul style="list-style-type: none"> • Recapitulation and reflections. • Certifications, acknowledgments and farewell. 	
Virtual component dates	Start date: 15/04/2026	End date: 15/04/2026
Description of the virtual component (please include any relevant information for the applicants)	<p><i>Virtual Component:</i></p> <ol style="list-style-type: none"> 1. Introduction and overview of the programme: <i>Managing Urban Tourism: Planning and Monitoring for Sustainability</i> (1 hour) 2. Sustainable Urban Tourism (2 hours) <ul style="list-style-type: none"> • Understanding the role of tourism within urban dynamics • Rethinking tourism growth in light of the New Urban Agenda 	

3. Planning for Sustainable Urban Tourism (4 hours)
- Tourism management and governance: Essential concepts.
 - Creating integrated strategic plans for urban destinations
 - Assessing urban destination's carrying capacities
 - Incorporating urban landmarks, heritage sites and infrastructure in tourism plans
 - Adapting to evolving urban landscapes

Practical information

Venue address	University Campus Faculty of Economics, Business and Tourism Cvite Fiskovića 5 21000 Split
Accommodation recommendations	Being a well-known tourist destination, Split offers a wide range of private accommodation on Booking.com or Airbnb, often at affordable prices. A recommended option is "Apartmans and Rooms Madunić I", located at Matice hrvatske 57 or another nearby place close to the campus. Hostels: Hostel Cool ☎ +385 95 348 8770 Hostel Book 'n' Hook ☎ +385 99 747 7485 En Route Hostel ☎ +385 98 931 4067 Hostel Sweet Spot ☎ +385 91 202 1101 Hostel Elli ☎ +385 95 588 5247
Any tips?	There are three main local transport options: 1. Public bus network: the local company Promet Split runs city-buses from 05:00 until midnight, every 15–30 minutes within the city area. Tickets can be purchased online registering at: https://moj.promet-split.hr/ . Ticket prices are on board 2 € or in ticket office/online: 1 €. 2. Ride-sharing/taxis (e.g., Uber or Bolt): offering convenient point-to-point travel, especially useful outside the bus network or late at night. 3. Bike share/rental system: offering renting either standard or electric bikes through the system Nextbike. Tariffs are 0.66 € for 30 min on a regular bike and 1.33 € for 30 min on an e-bike. Registration is done via their app "nextbike" or on the website www.nextbike.hr .