



Cultural heritage and tourism investment development

Participating Universities



Krakow University of Economics (KUE)

10 Students (business administration/real estate)



Vienna University of Technology (TU Wien)

18 Students (architecture)



Tor Vergata University of Rome (UNITOV)

30 Students (investment/finance)

Calendar



Online activities

September 15th – 19th, 2025

Onsite activities

September 22nd – 26th, 2025



On-line activities

PROGRAM



■ September 15th 10 a.m. – 5 p.m.

Introduction to the BIP

Ice-breaking event

Input regarding the different approaches of the different disciplines/Universities to cultural heritage:

TU Wien

(45 minutes)

Adaptive reuse of cultural heritage

Cultural tourism, a cluster business

“Heritage Pro” learning modules for interdisciplinary management of heritage sites munity interests

prof. Dietmar Wiegand

Krakow University of Economics

(45 minutes)

Rents and market analysis

Hospitality industry

Retail sector

prof. Joanna Węgrzyn
prof. Małgorzata Uhruska

Tor Vergata University of Rome

(45 minutes)

Financing

Loans and historical heritage refinancing

Crowdfunding and local community interests

prof. Gianluca Mattarocci

PROGRAM

■ September 16th 10.00 a.m. – 1 p.m.

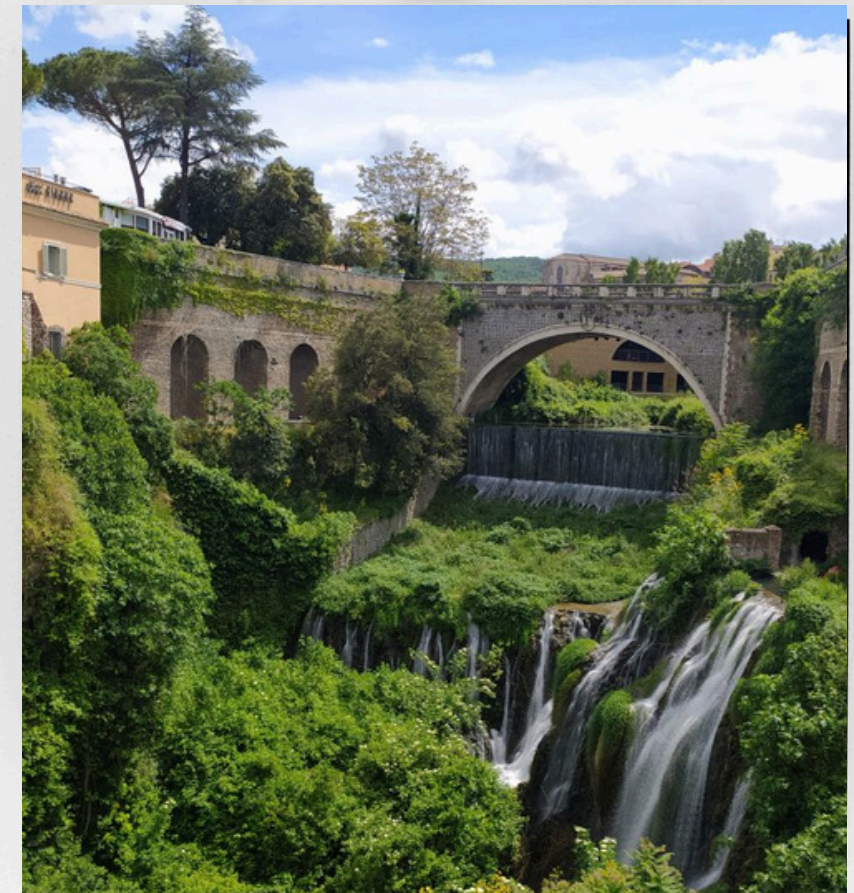
- History and virtual tour of Tivoli
- Analysis of the market in Tivoli
- Case study and formation of the groups

■ September 16th to 18th

- Remote online activities via e-learning platform.

■ September 19th 9.00 a.m. – 12 p.m.

- Presentation of the first draft by the students and debriefing
- Q&A





On-site activities

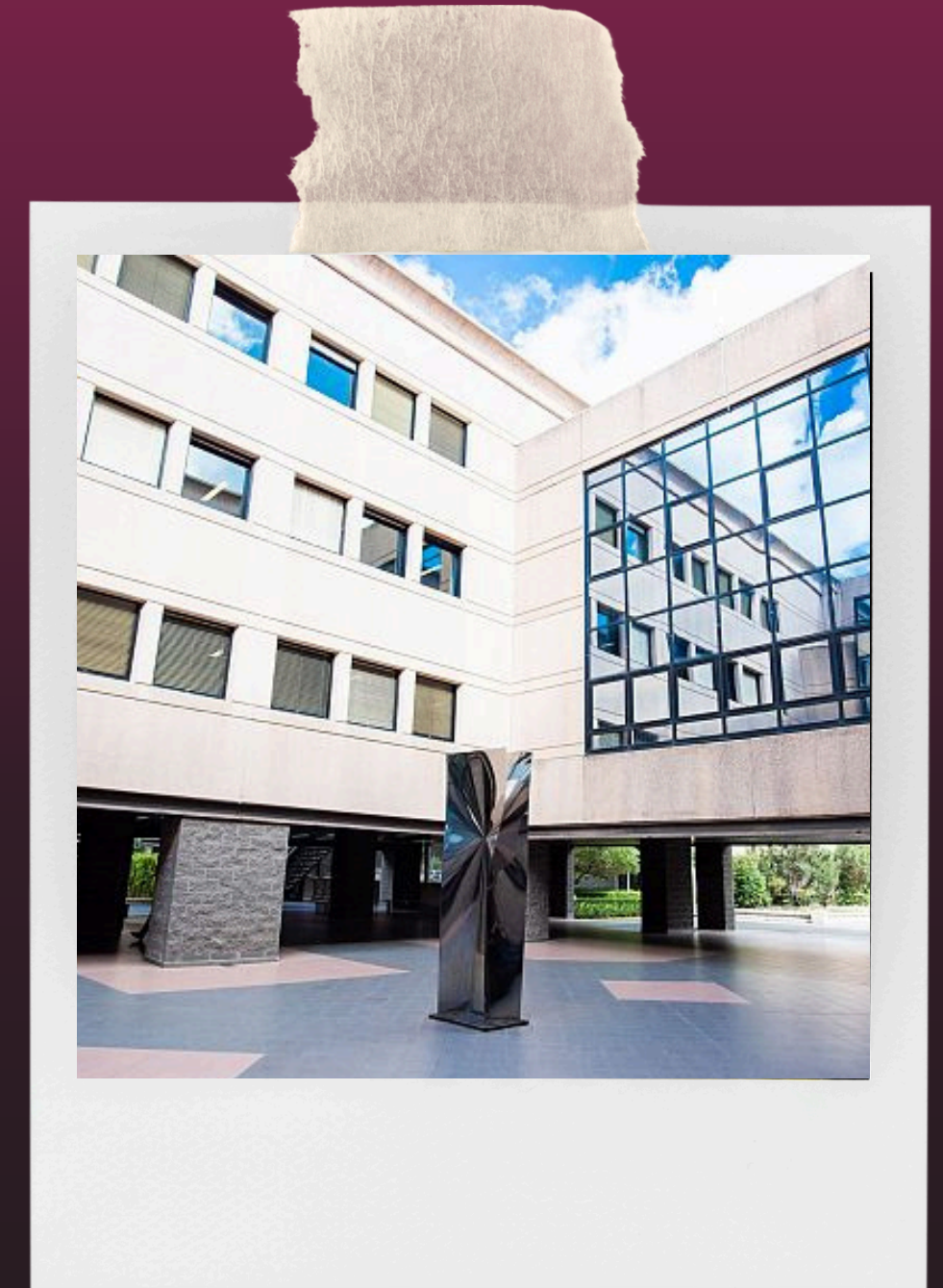
PROGRAM – DAY 1

■ September 22nd

15.00–16.00
Official opening

16.00–18.00 – Session 1
The value of an iconic asset: the colosseum
Marco Vulpiani – Senior Partner and Head of Economics
Deloitte

18.00–19.00 – *Welcome cocktail*



PROGRAM – DAY 2

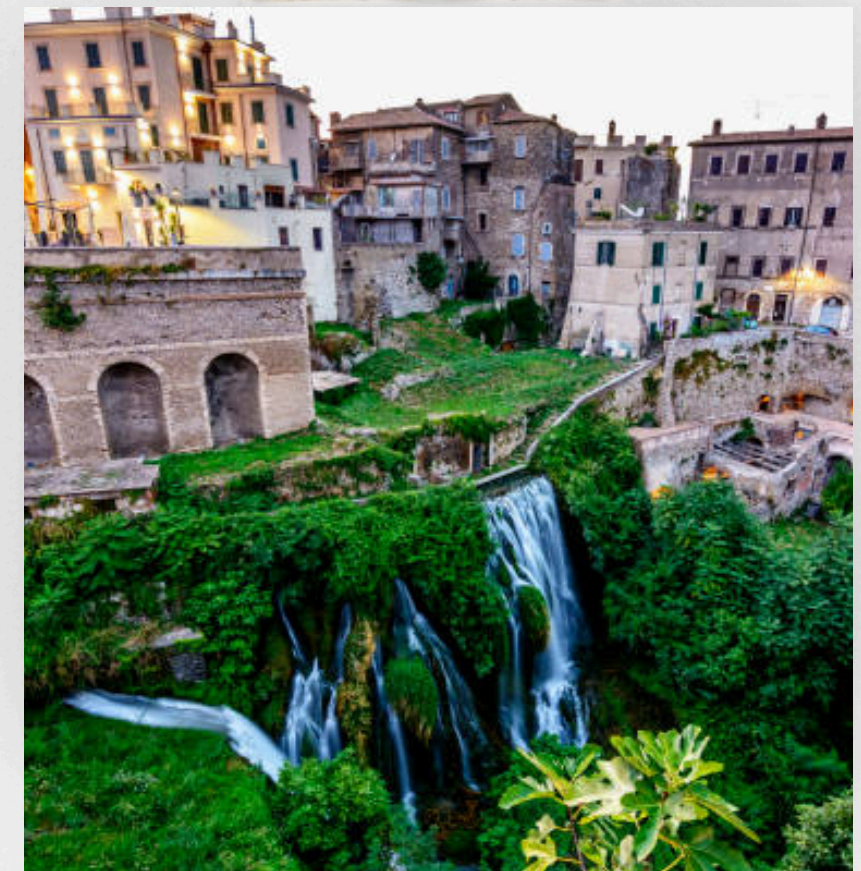
■ September 23rd

09.00–11.00 – Session 2
Site visit in Tivoli

11.00–13.00
Tour of villa d'Este and villa Gregoriana

13.00–14.30 *Lunch*

14.30–17.30 *Group work*



PROGRAM – DAY 3

September 24th

9.30–10.00 – Breakfast

10.00–13.00 – Session 3

Cultural heritage planning and business development

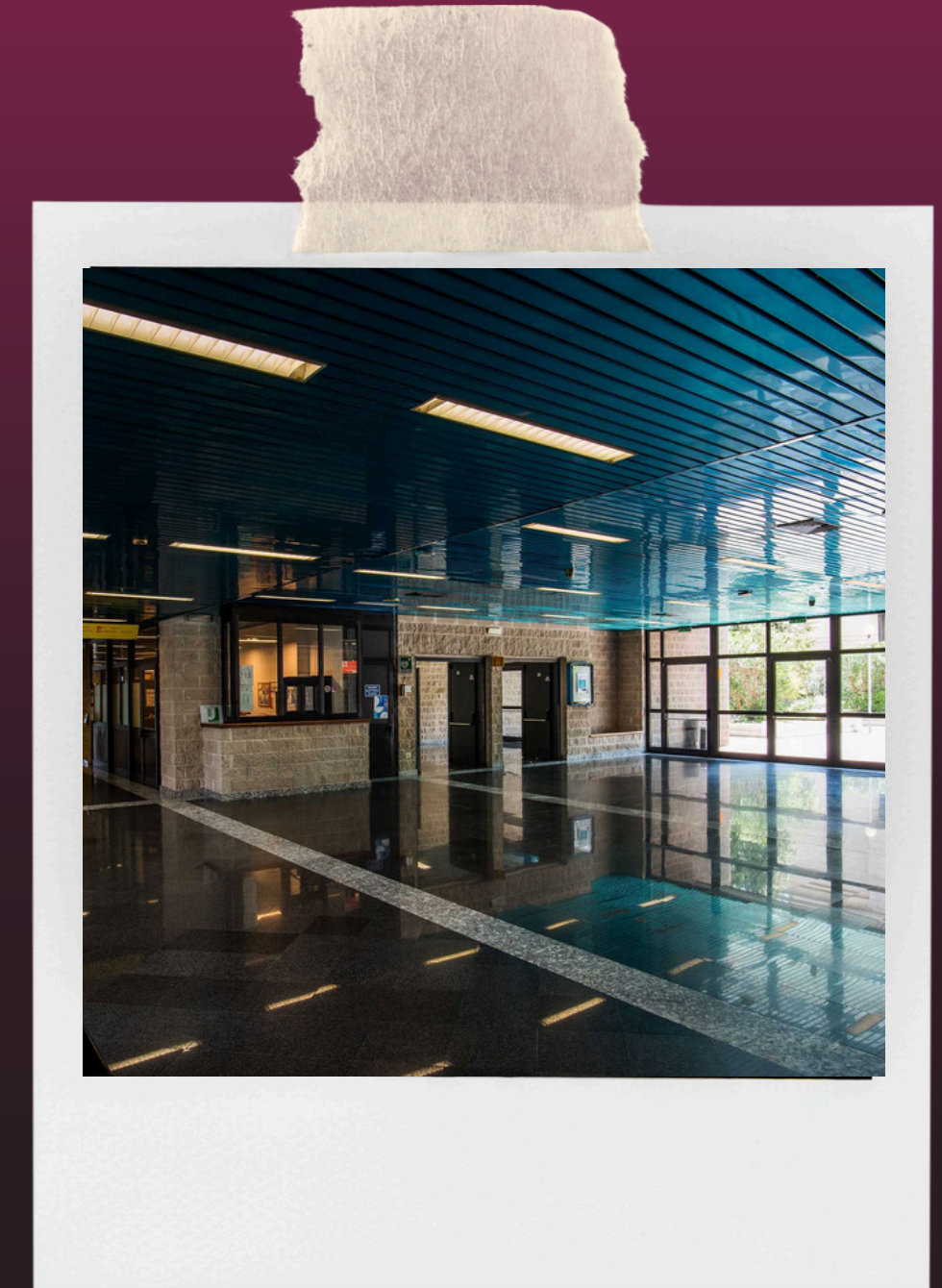
Hotel investment – CBRE (TBC)

Retail industry – Cushman and Wakefield (TBC)

Museum management – Musei Vaticani (TBC)

13.00–14.00 – Lunch

14.00–17.00 – Group works



PROGRAM – DAY 4

September 25th

9.30-10.00 – *Breakfast*

10.00-13.00 – Session 4

Financing historical heritage re-use

Angelo Peppetti – Head of credit and development

Italian Banking Association

Investors – DeA Capital SGR (TBC)

13.00-14.00 – *Lunch*

14.00-17.00 – *Group works*



PROGRAM – DAY 5

■ September 26th

9.30–10.00 – Breakfast

10.00–12.00 – Session 5
Final work presentation by students

12.00–13.00 – *Closing ceremony*

13.00–14.00 – *Lunch*





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Scientific committee

Gianluca Mattarocci – Tor Vergata University of Rome
Dietmar Wiegand – Vienna University of Technology
Małgorzata Uhruska – Cracow University of Economics
Joanna Węgrzyn – Cracow University of Economics

Organizing committee

Lea Cicellyn – Tor Vergata University of Rome
Arianna Valeri – Tor Vergata University of Rome
Alice Zaratti – Tor Vergata University of Rome



SCAN ME



Reference materials

Heritage-Pro Erasmus KA2 project

<https://heritage-pro.eu>