Cultural heritage and tourism investment development

ERES European Real Estate Society

Co-funded by the European Union

TU WIEN RED REAL ESTATE DEVELOPMENT

KRAKOW UNIVERSITY OF ECONOMICS

European University Cyprus

TOR VERGATA UNIVERSITÀ DEGLI STUDI DI ROMA

TOR VERGATA UNIVERSITÀ DEGLI STUDI DI ROMA BA&E Business Administration and Economics

Participating Universities

Krakow University of Economics (KUE)
10 Students (business administration/real estate)

Vienna University of Technology (TU Wien)
18 Students (architecture)

European Univerisyt of Cyprus (EUC)
10 students (business administration/tourism)

Tor Vergata University of Rome (UNITOV)
15 Students (investment/finance)

Calendar

Online activities

September 15th - 19th, 2025

Onsite activities

September 22nd - 26th, 2025

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On-line activities

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PROGRAM

September 15th 10 a.m. – 5 p.m.

Session I

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 ownership market analysis
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. Simona Mihai Yainnaki
Prof. Loukia Evripidou

European University Cyprus
(45 minutes)
Hospitality business
Market analysis for the hospitality sector

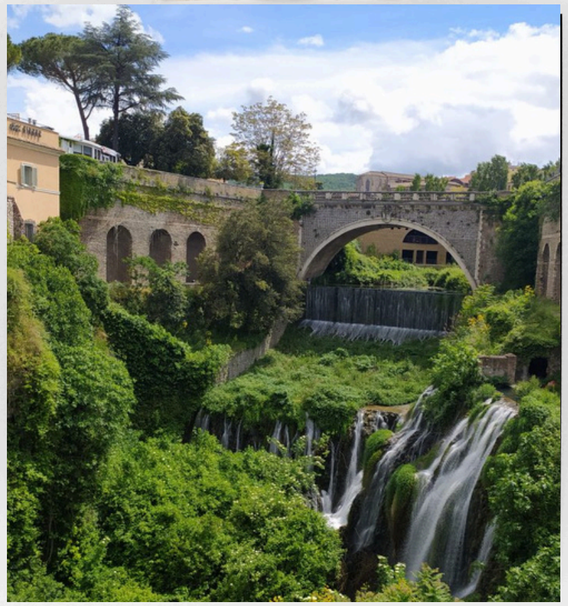
prof. Gianluca Mattarocci

PROGRAM

September 16th 10.00 a.m. – 1 p.m.
Session II
- 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.
Session III
- Presentation of the first draft by the students and debriefing
- Q&A



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On-site activities

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PROGRAM - DAY 1

September 22nd

15.00-16.00
Official opening

16.00-18.00 - Session IV
The value of an iconic asset: the colosseum
Marco Vulpiani
Deloitte

18.00-19.00 - *Welcome cocktail*

Deloitte.

PROGRAM - DAY 2

September 23rd

09.00-17.00 - Session V
Site visit in Tivoli
09.00 - *Departure from Tor Vergata University of Rome*

10.00-11.30
Site visit of Tivoli

11.30-13.00
Tour of villa d'Este

13.30-15.00 *Lunch*
16.00 - *Departure from Tivoli*

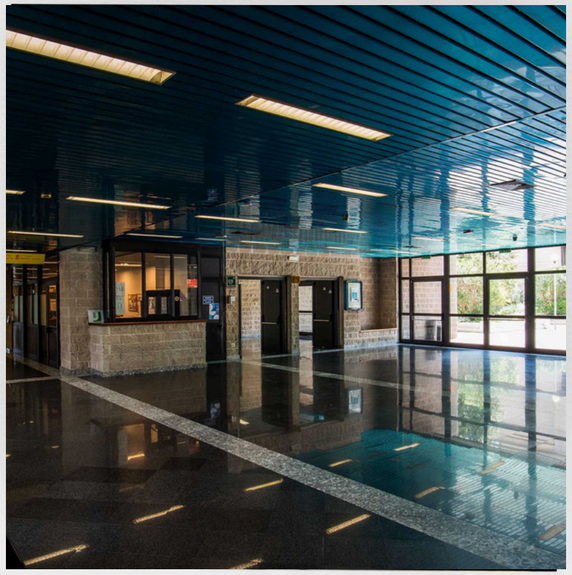
PROGRAM - DAY 3

September 24th

9.30-10.00 - Breakfast
10.00-13.00 - Session VI
Cultural heritage planning and business development
Sven Ole Sommer and **Assia Carpano**
JLL

Amanda Vissia
Cushman and Wakefield

13.00-14.00 - Lunch
14.00-17.00 - Group works



CUSHMAN & WAKEFIELD

JLL

PROGRAM - DAY 4

September 25th

9.30-10.00 - *Breakfast*

10.00-13.00 - Session VII
Financing historical heritage re-use
Angelo Peppetti, Serena Razzi and **Laura Santariello**
Italian Banking Association

Antonio Sollazzo and **Federico Velluti**
Investire SGR

13.00-14.00 - *Lunch*
14.00-17.00 - *Group works*

ABI Associazione Bancaria Italiana

Investire

PROGRAM - DAY 5

September 26th

9.30-10.00 - Breakfast

10.00-12.00 - Session VIII
Final work presentation by students

12.00-13.00 - *Closing ceremony*

13.00-14.00 - *Lunch*

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Scientific committee
Loukia Evripidou - European University Cyprus
Gianluca Mattarocci - Tor Vergata University of Rome
Dietmar Wiegand - Vienna University of Technology
Małgorzata Uhruska - Crackow University of Economics
Joanna Węgrzyn - Crackow University of Economics
Simona Mihai Yiannaki - European University Cyprus

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

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Reference materials

Heritage-Pro Erasmus KA2 project

https://heritage-pro.eu