

Joint Blended Intensive Programme (BIP)

"Πρόσκληση Εκδήλωσης Ενδιαφέροντος Συμμετοχής Φοιτητριών και Φοιτητών του ΤΔΕ σε διεθνές πρόγραμμα BIP που θα λάβει χώρα στη Ρώμη της Ιταλίας τον Οκτώβριο του 2026".

Brand Management in International Tourism Industry

Programme

VIRTUAL ACTIVITIES
4 online workshops (12 hours)
Dates TBC

ON-SITE ACTIVITIES
(19-23 October)
Niccolò Cusano University, Rome, Italy

Programme language: English

Level:

EQF levels 6, 7, and 8

(Bachelor's, Master's, and Doctoral studies).

The programme welcomes students with academic backgrounds in management, tourism, marketing, as well as students from other related fields, upon consultation.

Application Deadline: 15 June 2026

Partners:

Avignon University, France

University of the Aegean, Greece

University of Economics in Katowice, Poland

Comenius University, Slovakia

Sinop University, Turkey

COORDINATING TEAM

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HOW TO APPLY:

**Apply through your
home University's
International Office**

Description and objectives

Brand Management in International Tourism Industry

A Blended Intensive Programme (BIP) is a short international learning experience under Erasmus+ that combines an online collaborative component with a short on-site intensive mobility. Co-designed and delivered by partner universities, it brings together students from different countries to work in interdisciplinary teams on real-world challenges through interactive sessions and applied outputs. Brand Management in International Tourism Industry guides participants through how tourism brands can be designed, positioned, and managed over time, combining strategic insights with practical application. It shows how strong brands are built not only through tangible elements such as service design, quality cues, pricing, and visual identity but also through intangible dimensions, including the visitor experience, reputation, emotional connection, and long-term loyalty.

A dedicated strand addresses iconic brands and cultural branding, highlighting how leading organisations use storytelling and cultural value propositions to create distinctive identities and strong psychological bonds with audiences. Iconic branding can generate deep loyalty, encourage premium willingness-to-pay, and foster brand communities supporting resilience and continuity even in changing market conditions.

Key Goals of the BIP

- Foster internationalisation for participating universities and learners through cross-country collaboration and knowledge exchange.
- Support transnational and transdisciplinary learning, offering a best-practice example of European education through shared curricula, teamwork, and applied outputs.

Methods and Outcomes

The programme offers a blended learning pathway combining an online component with an on-site intensive week, enabling students to connect brand strategy with real-world destination and tourism-service challenges. Participants will work on how brand identity, positioning, visitor experience, and reputation dynamics shape value creation in tourism contexts.

The course combines interactive learning with a strong applied focus.

Key methodologies include:

- **Case-based learning and guided discussions;**
- **Brand audit and positioning exercises;**
- **Stakeholder mapping and governance-aware branding;**
- **Visitor journey and touchpoint design;**
- **Group work in interdisciplinary teams;**
- **Critical problem-solving and analytical thinking.**

Students will also engage in peer feedback sessions, short team deliverables, and supervised work on a shared project brief.

Final Presentation

The programme will conclude with student-led presentations, where teams showcase a brand strategy proposal to peers and academic mentors, receiving structured feedback.

Outcomes:

Students will produce a practical brand strategy output and strengthen competencies in strategic branding, communication coherence, stakeholder alignment, and responsible value creation in tourism.

COORDINATOR



PARTNERS



University
of Economics
in Katowice



UNIVERZITA
KOMENSKÉHO
V BRATISLAVE

