



MANAGING URBAN TOURISM: PLANNING & MONITORING FOR SUSTAINABILITY

Erasmus+ Blended Intensive Programme (BIP) ·

3 ECTS · Split, Croatia

(Virtual 15 April; On-site 20 - 24 April 2026)

Why join?

A one-week intensive that blends online prep with immersive, hands-on learning to help you design, monitor, and lead sustainable urban tourism, backed by field visits in Split & Trogir and a faculty team of international experts.

Who is it for?

Bachelor's, & Master's in tourism, planning, policy, heritage, or related fields.

What you'll learn (outcomes)

- Analyse urban tourism dynamics and impacts.
- Build integrated, sustainable destination strategies.
- Engage communities and stakeholders effectively.
- Evaluate and advocate policy for sustainability & resilience.
- Apply monitoring & evaluation frameworks; collect & interpret data.
- Communicate strategies to policy, industry, and communities.

Programme highlights

- Policy analysis clinic (urban sustainability & resilience)
- Community engagement toolkit (heritage & neighbourhoods)
- Monitoring urban tourism & M&E frameworks
- Tourism product & experience design in city contexts
- Masterclass: Marketing urban destinations (sustainability & resilience)
- Field visit: Split & Trogir historic cores; applied assignments; group studio



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What you'll do (weekly flow)

1. **Virtual prep:** Programme intro; Sustainable Urban Tourism (global trends; New Urban Agenda)
2. **Mon:** Policy analysis for urban tourism; implementation evaluation · Community engagement lab (tools & techniques)
3. **Tue:** Communicating & advocating policy; Monitoring urban tourism (KPIs, dashboards, M&E)
4. **Wed:** Study visit — City of Split / City of Trogir (applied tasks)
5. **Thu:** Urban experience & product design; Masterclass in destination marketing for sustainability & resilience
6. **Fri:** Group studio & presentations; closing session & certification

How to apply

- Please contact the Erasmus SEA-EU office at your institution for further guidance.

Key dates

- Applications close: 16 January 2026
- Decisions released: 23 January 2026
- Virtual session: 15 April 2026
- On-site session 20-24 April 2026

Venue → Faculty of Economics, Business & Tourism, University of Split (Cvite Fiskovića 5, Split, Croatia).
Questions → For guidance, contact your Erasmus coordinator and refer to the attached info sheet.