



# BIP Caring for the city: Placemaking in the interplay of urban development and tourism

---

Date: 17.3-21.3.2025

BIP Blended Intensive Programme

Participating Universities:

IUAV di Venezia, ISCTE Lisboa, Bialystok University of Technology, holland hogeschool

Local Organizers:

FH-Prof. Dr. Cornelia Dlabaja,

Endowed Professor for Sustainable Urban and Tourism Development

Mag. FH Daniela Wagner,

Academic Expert & Lecturer

Department of Management, Tourism & Hospitality Management  
University of Applied Sciences for Management & Communication

# Hard facts

## Dates

Duration: 17.3. until 21.3 physically

- The date of the **attendance phase** of the BIP in **Vienna is from 17.3 until 21.3.2025**
- The **online Kick-off** will be in the week before 14.3.2025 from 14:00 - 16:30
- The Seminar conclusion with submission of the assignment will be held online between 28.3.2025 and 12.4.2025
- Physical: 5 days
- Virtual (total): 2 days
- Virtual (before the physical part): 1 day
- Virtual (after the physical part): 1 day
- Organiser at the FH Wien: Cornelia Dlabaja & Daniela Wagner + CIEM, Center for International Education & Mobility
- IUAV Venice, ISCE Lisbon, Bialystok University of Technology

## Credits

- **Credits: 6 ECTS,**
- **Minimum 15 international Students**

# Scope

- The core topic will be **Placemaking in the interplay of urban development and tourism development**
- We will have a sub-topic for each partner university:
- Topics and Inputs are caring for the city, placemaking, Climate resilience, mobile city & migration and diversity, polycentric urban development, mobile society & Visitor economy
- **Methods:** Placemaking approaches, actors' analysis, social spatial analysis, tactical urbanism methods,
- Result – vision board based on the analysis
- Our local partners for the BIP will be Agenda21:  
<https://www.la21wien.at/home.html>
- The Viennes Tourism Board  
<https://b2b.wien.info/en/strategy-brand/tourism-strategy/visitor-economy-strategy2025-364600>
- The planning institution of the municipality of Vienna



# The program

- Structure of the week
- Inputs on the first two days (on placemaking, visitor economy)
- Excursions to the case studies with local experts and planners & working on case studies in interdisciplinary groups
- Working together with planners from the planning institution of Vienna, the Agenda21, and members of the Viennese tourism board
- Common lunch (on Monday) and common BIP dinner (on Tuesday)
- Presentation of the findings on Friday from 9-17h



Impressions from the BIP in Lisbon 2024 organised by Prof. Alexandra Paio



Impressions from intervention at Christian Brode Platz by Cornelia Dlabaja

# The program

Timetable	Monday	Tuesday	Thursday	Thursday	Friday
09h – 10h		<b>Excursions</b>	Field work (mappings)	Guided Group work	Presentation by groups
10h – 12h	Introduction	<b>Excursions</b>	Field work	Guided Group work	Presentation by groups
12h -13h	<b>Common lunch</b>	Lunch break	Lunch break	Lunch break	Lunch break
13h – 15h	Group work	<b>Excursions/ Field work</b>	Field work/ Group work	Preparations of the presentation Group work	Presentation by groups
16h – 17h	<b>Input &amp; Outlook</b>	<b>Public lecture with our experts</b>	Tactical urbanism	Preparation of presentations	Final remarks and closure
17 – 18h			Reflections		
18h – 20h			<b>Common dinner</b>		

# The toolbox



# Public space in the context of Climate resilience, Density and social cohesion



<https://www.viennablooming.com/>

# Scope and learnings

The BIP Erasmus programme, which we are organising at FH Wien in 2025 ‘Placemaking in the interplay of urban development and tourism’, with IUAV Venice, ISCE Lisbon and Bialystok University of Technology will take place from 17.3 to 22.3.2025. We would like to take up topics from sustainable urban development (diversity, climate resilience, suitability for everyday use and density) and the Visitor Economy Strategy (sustainable tourism development), practical partners for the BIP so far are Dialog+ and Agenda21, Vienna Tourism Board & MA18. As part of the BIP, we are working on current challenges in the context of planning & visitor economy in four target areas (inner city, Westbahnhof, Brunnenmarkt & Otto Wagner Spital) and will develop empirical analyses and based on these, concepts for current or future planning.

**Learnings** – Case study based problem solving, urban research and planning methods

**Inputs** on placemaking, visitor economy, urban planning approaches, tactile methods, urban and tourism development

**Exchange** Working in interdisciplinary groups, exchange with other universities, working with local actors