



# Shaping Urban Transformation: Rethinking Tourism and Housing as a Tool for an Inclusive City

Erasmus - BIP Blended Intensive Program

Date: 16.3-20.3.2026

## Participating Universities:

Giovanna Marconi, Associate Professor, IUAV di Venezia

Alexandra Paio, Associate Professor, ISCTE Lisboa

Waltraud Müllauer-Seichter, UNED - Universidad Nacional de Educación a Distancia Madrid

## Participating international experts

Donagh Horgan, Inholland hogeschool

Breda University of Applied Sciences

## Walks and Talks with local experts from the field

tba

## Organizers:

**FH-Prof. Dr. Cornelia Dlabaja**, Endowed Professor for Sustainable Urban and Tourism Development

Mag. FH Daniela Wagner, Academic Expert & Lecturer

University of Applied Sciences for Management & Communication

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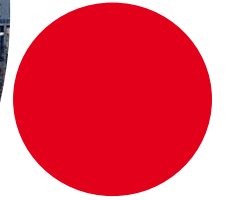
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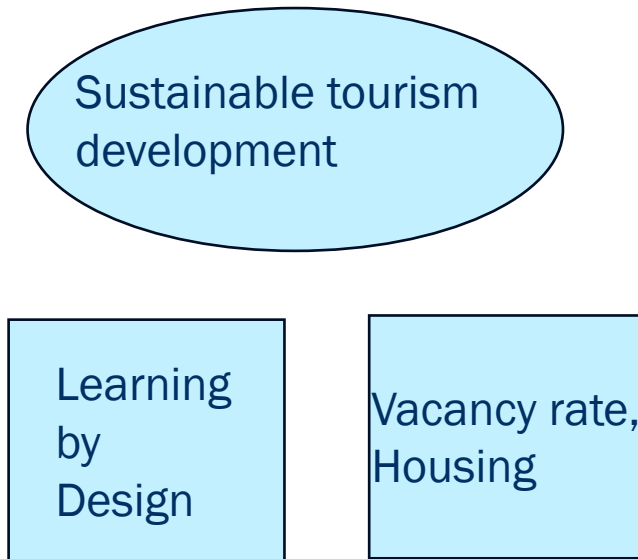


# Scope

- Core topic: housing and vacancy in the interplay of urban and tourism development
- Sub-topic for each partner university: housing, placemaking, migration and diversity, urban development, mobile society & visitor economy
- **Methods:** Placemaking approaches, actors' analysis, social spatial analysis, tactile methods
- Result: vision board based on the analysis
- The planning institution of the municipality of Vienna MA18 and GB\*



## What is it about?



## Course fundamentals

Inputs on urban and tourism planning

Student research  
3 case studies

Excursions: joint visits  
& expert input

## How do we do it?

Online / analogous

Field research  
Social space analysis  
Secondary data analysis

Developing a vision

Poster: visions & analysis  
seminar paper

# The program

- Structure of the week
- Inputs on the first two days (on placemaking, visitor economy, housing..., methods and tools)
- Organizational information
- Excursions to the cases with local experts and planners & field research in interdisciplinary groups
- Working together with experts from Viennese planning institutions, initiatives and governmental authorities
- Common lunch (on Monday) and common BIP dinner (on Tuesday)
- Presentation of the findings on Friday from 9-12h



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



Impressions from intervention at Christian Brode Platz by Cornelia Dlabaja

TIMETABLE STUDENTS	MONDAY 16.3	TUESDAY 17.3	WEDNESDAY 18.3	THURSDAY 19.3	FRIDAY 20.3.2026
09:00 – 10:00	09:00 – 12:00 Introduction of Program   Organizational Input   Input from different disciplines   toolbox Venue: FHWien, Währinger Gürtel 97	Guided Field visit 9:00 - 10:30 7 <sup>th</sup> district, District council	Field work Student groups (mappings)	Guided Group work	Final Presentation with snacks 9:00-13:00 Venue: <b>Fakto</b> ry <u>Universitätsstraße 9, 1010 Wien</u>
10:00 – 12:00		10:30 – 12:00 Guided Fieldtrip, Housing Robert Musil, ÖAW	Field work Student groups	Guided Group work	
12:00 - 13:00	Common lunch	Lunch break	11:00-13:00 Researcher's Lunch	Lunch break	De-Briefing & Certificates
13:00 – 17:00	Input for group work – Project Organization – Desk Research	Excursions Inner city	13:00-15:00 Guided Field Visiit „Althan Grund“	Preparations of the presentation Group work	Free time
17:00 – 18:00	Summary & Outlook	16:00-18:00 Round Table Housing Venue: Altes Rathaus	Field work Student groups		Free time
18:00 – 20:00			17:00-19:00 Common dinner - Brunnenmarkt		

# Scope and learnings



The Blended Intensive Program (BIP) “Shaping Urban Transformation: Rethinking Tourism and Housing as a Tool for an Inclusive City” brings together students and teachers from various European universities to analyze the complex interactions between urban change, tourism development, housing, and ground floor development in European cities and to jointly develop solutions. The focus is on an interdisciplinary examination of urban development in an era of ecological, social, and economic transformation.

- Develop an understanding of the multi-layered levels of urban transformation (physical, social, economic, political, cultural)
- Analyze conflicting goals between tourism, housing, and sustainability in European cities
- Promote intercultural, interdisciplinary cooperation and critical reflection
- Develop innovative, location-specific solutions to urban challenges
- Apply participatory and research-based methods in an urban context

**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