

Name of the BIP	<b>TEMPORARY STAY. New forms of hospitality between architecture and landscape</b>
Target group (students, teachers, employees, education level, field of education/occupation)	Students in Architectural design (Progettazione Architettónica)
Partner institutes	<ol style="list-style-type: none"> <li>1. Dipartimento di Architettura, Università degli Studi "G. d'Annunzio" Chieti - Pescara [Italy];</li> <li>2. Escuela Técnica Superior de Arquitectura, Universidad de Sevilla [Spain];</li> <li>3. Medical University of Sofia [Bulgaria];</li> <li>4. Gheorghe Asachi Technical University of Iași (Romania);</li> <li>5. National Technical University of Athens - School of Architecture (Grecia);</li> </ol>
Objectives and Description	<p>The BIP addresses the disciplines of urban planning and architecture and focuses on the theme of “New forms of hospitality” and their impact on overtourism in major tourist destinations, such as coastal and historic cities, in contrast to the abandonment of rural and internal areas.</p> <p>Starting from the 1970s, the use of the term hospitality industry became increasingly widespread in the United States to indicate all those economic and commercial activities conducted by large hotel chains, with the main aim of creating targeted "travel offers". This new approach to tourism was rapidly exported to Europe and, with the subsequent acceleration and transformation brought by the Internet, has become the main tourism model today, in which the choice of destination ties the traveler more closely to an idea of the place, rather than the actual location. The allure of a place itself has seemingly waned in favor of factors that prioritize ease of travel. Accessibility, standardized hotel services and easily available online reviews have a greater influence on traveler decisions today than the unique cultural and historical character of a destination. This trend has likely led to a standardization of travel experiences and a disconnect between travelers and the authenticity of the places they visit.</p> <p>Given these challenges associated with current hospitality models, this program seeks to investigate alternative approaches to tourism development. These alternatives should aim to strike a delicate balance between the needs and desires of visiting guests and the quality of life experienced by local residents. Furthermore, they should foster a positive and mutually beneficial relationship with a destination's heritage. This can be achieved by promoting compatible activities that enhance local resources. The program plans to achieve this balance by experimenting with unconventional forms of tourism. These forms may not necessarily be linked to traditional holiday periods, but could instead satisfy individuals with professional, university or research needs. This approach has the potential to create more engaging experiences for visitors, while fostering stronger connections with local communities and their unique realities.</p> <p>The case studies of this program will concern areas outside consolidated tourist circuits. These regions often suffer from abandonment and economic decline, yet they represent the authentic fabric of the territory. They are characterized by the coexistence of ordinary life - including agricultural, manufacturing and artisanal activities - alongside natural landscapes and often forgotten historical and cultural heritage sites. The program will focus on a specific geographical area: the Adriatic coast of Abruzzo and its relationship with the river landscape and the minor historical centers of the surrounding hinterland.</p> <p>One of the main objectives will be the revisitation of the river environments</p>

	along the conurbation of the coast, integrating natural, recreational and cycling functions. This focus will enable a more comprehensive understanding of the challenges and opportunities presented by these underdeveloped areas.
Methods and outcomes	<p><b>BIP "TEMPORARY STAY. New forms of hospitality between architecture and landscape"</b> will be a workshop exploring innovative hospitality spaces, that complement existing local businesses and enhance territorial resources. Additionally, it aims to showcase historical and environmental heritage beyond major tourist hubs.</p> <p>The workshop will adopt a research-by-design approach, providing a learning opportunity that combines theoretical investigation with hands-on design processes. The primary focus will be the reimagining of hospitality system along the conurbation of the Adriatic coast, integrating natural, recreational and tourism functions. Lectures and seminars will be offered by a multidisciplinary team of experts to support the design process and enrich the students' understanding of the topic.</p> <p>This collaborative workshop aims to generate innovative hospitality solutions that support local communities, foster sustainable tourism practices, and reimagine the role of architecture in enhancing the visitor experience.</p> <p>Learning Outcomes: The outcomes of the BIP's program aim to provide students with a comprehensive understanding of key hospitality concepts and their impact on both urban and natural environments. The focus will be on:</p> <ul style="list-style-type: none"> <li>- Overtourism challenges</li> <li>- Historical Perspectives on the evolution of hospitality architecture in Europe, with a particular focus on Italy.</li> <li>- Shifting travel trends and behaviors and expectations of modern travelers.</li> <li>- Tourist destinations versus rural and inland area depopulation</li> <li>- <b>Emerging hospitality models</b>, beyond holiday; in-between hotel and local needs</li> </ul>
Level of Study	Students: 2 <sup>nd</sup> 3 <sup>rd</sup> cycle of Architectural and Design Program. Teachers: PhD Architects and Professors
Physical start date	1 <sup>st</sup> September 2025
Physical end date	6 <sup>th</sup> September 2025
Virtual Component Timing	15/07/25; 09.09.25/11.09.25
Virtual Component Description <i>*in progress</i>	15 <sup>th</sup> July - 1 <sup>st</sup> session (1 hour): 8 <sup>th</sup> September - 2 <sup>nd</sup> session (3 hours): 9 <sup>th</sup> September - 3 <sup>rd</sup> session (3 hours): 10 <sup>th</sup> September - 4 <sup>th</sup> session (3 hours): 11 <sup>th</sup> September - 5 <sup>th</sup> session (3 hours):
Country of Venue	Italy
City of Venue	<b>Pescara</b>
Main Teaching/Training Language	<b>English</b>
Number of ECTS Credits Awarded	6 cfu

Organizational Notes	<p>Students invited to participate in the stay (6 days) and the trip (2 days) are covered by the funds provided for the BIP - ERASMUS mobility of the partner universities (contact your Erasmus office).</p> <p>According to the European BIP regulation, professors who are willing to accompany students to the host university are excluded from the funding, they can explore the Erasmus short mobility plan of their university for faculty trips.</p> <p>The presence of professors is strongly encouraged.</p>
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