



# WUR Goes Abroad

## 1. Student information

<b>Study programme WU</b>	Bedrijfs- en Consumentenwetenschappen
<b>Exchange semester (dd/mm/yyyy)</b>	01/02/24 until 01/07/24
<b>Exchange destination: University</b>	University of Bologna - Rimini
<b>Faculty</b>	Economics
<b>Country</b>	Italy
<b>City</b>	Rimini

## 2. Motivation for exchange

### a. Why did you choose to go on study exchange?

It was a perfect opportunity to study abroad and experience their education. It was also a great opportunity to get out of my comfort zone and go to a different country with a different language. Another reason is that you meet a lot of people from all over the world and that would also help to improve my English and other languages.

### b. What is the reason you chose for this country?

I have never been to Italy and I thought this is the best chance to go and get to know their culture and lifestyle. I was also told that the people in Italy are very nice.

### c. What is the reason you chose for this university?

First of all, it is the oldest university. So it is very nice to see it and study there. I preferred to go to a smaller university, so not directly in a big city like Milan. Because Rimini is not that big.

## 3. Accessibility to reach destination

### a. Do you have any advice about reaching your exchange destination?

You can go by car with other students from the WUR who go there like I did, but the easiest way to go there is by plane. You will go to Bologna and from there you have to take a bus or train to Rimini. You can also go directly to Rimini, but that is more expensive.

## 4. University and studying

### a. Could you provide some general information about the followed courses?

	Course	ECTS	Short description of the contents	Appreciation of course: 1(low) – 5(high)	Remarks
<b>1</b>	Competition in Tourism Markets	8	The purpose of this course is to introduce students to economic tools for understanding competition in tourist markets, both from a theoretical and an empirical point of view. At the of the course, students will be able to i) make sense of tourist firms' choices concerning pricing, product characteristics, innovation and advertising, with a particular attention to the international dimension of competition; ii) evaluate the social consequences of these choices	3	If you can handle a lot of formulas. But you don't need those formulas, you only need to understand them
<b>2</b>	Economics of tourism markets	12	This course focuses on the analysis of economic concepts applied to tourism markets. Students will be introduced to consumer choice and behavioral economics applied to tourists. The course will further focus on the interpretation of the characteristics of tourism demand and supply and the organization of tourism markets.	4	Very nice course. It is a master course, but it is not that difficult as you expect.
<b>3</b>	Green Transition for Sustainable Destinations	6	The aim of this course is to enable students with theories, concepts and applications related to sustainable destination policies. In the context of tourism planning, key issues and challenges of green transformation of destinations through local and international examples are explored within the course. Existing tourism development models and frameworks will be	5	This course is very nice. Especially for WUR students.

			reviewed to understand the relationship between tourism and sustainable development.		
4	International marketing in tourism	8	The purpose of the course is to help students develop expertise in evaluating and formulating strategic marketing decisions. The course will introduce students to the international market environment and the principles underlying the development and implementation of marketing strategies across and within foreign countries. At the end of the course students will be able to understand and use the main variables, theories and basic applications in marketing management.	2	In this course you didn't learn anything important.
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6					

**b. I had sufficient possibilities to select suitable courses that were taught in English (Yes, No - Explain):** Yes – There were a lot of courses in English.

**c. I had sufficient possibilities to select suitable courses in my field of interest (Yes, No - Explain):** Yes – There is a tourism section in Rimini. So if you are interested in that part you should go there otherwise this is nothing for you.

**d. I am satisfied with the level of the courses that I followed (Yes, No - Explain):** Yes – The level is that high in Rimini. This gives you the possibility to enjoy your Erasmus and experience more in life than only study.

**e. I am satisfied, in the end, with the selection of courses I followed (Yes, No - Explain):** Yes – There were a good mix of easy and difficult courses.

**f. What is it like to study there?**

*E.g. Study forms, academic level, examination, workload, lesson material?*

So the academic level is not that high. Sometimes the exam is written and sometimes you have to do a presentation. You don't have to buy books, because everything is done by PowerPoint in the lectures. It was just a amazing experience to get to know a lot of different people and to learn in life.

**g. What is the culture of the university?**

*E.g. How approachable are the lecturers, engagement with local students? What are the differences with WU?*

Maybe because the university is small, but there was a big interaction between students and professors. It was a little more like high school. That makes it also more easier to

remember the things that they told. Every time during the break you can talk to other students from Italy and other countries. Sometimes you have to do a group assignment. This was fun, because you could see how other students work from other countries.

**h. What does the university offer students additionally?**

*E.g. Catering, sports facilities, laundry facilities?*

There is a small gym where you can buy a membership. There is also a restaurant where you can get a meal for 5 euros or more. I don't know any more things. I do know that they don't have a football club near Rimini.

## 5. Housing-traveling-living

**a. What are the possibilities for housing?**

*E.g. Availability to sign up for a room on campus, private rooms, rent rates?*

I think there were a lot of possibilities for housing, because the time when students arrive there are less tourists. So all the rooms that were available for tourist are now rented to students. So you could get a room in the centre or near the beach. There are all kinds of rooms. The rent was like the rent in Wageningen before the inflation.

**b. What is the culture like?**

*E.g. Differences with home, local cuisine, habits, manners?*

The culture was very nice. It was all about chill and don't rush to much. People eat very late and are always in for a aperitivo. They have the best ice-creams and other sweet things. Bread is not that normal, so the bread had not a very high quality. Pizzas were very cheap and coffee too.

**c. Could you give some information about public transport infrastructure?**

*E.g. Cost public transport card, taxi prices, how to travel to the university?*

Nobody pays for the public transport. Only for the special metromare. In Rimini it is very handy to have a bike. By foot is also possible to go everywhere.

## 6. Expenses

**a. Can you give an indication of your expenses for/during your exchange?**

Category	Expenses
Travelling there	100
Visa - if applicable	0
Vaccinations - if applicable	0
Insurances (extra) - if applicable	0
Daytrips/sight-seeing	200 for 4 daytrips
Housing costs per month & type of housing/accommodation	280 for 3 person appartement
Grocery costs per month	100
Public transport costs per month	0
Restaurant/going out for dinner costs per month	50

**b. The price levels were in general [higher; lower; equal] in comparison to in the Netherlands:** Equal

**c. Additional remarks regarding expenses?**

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## 7. Free time

**a. What are must-sees in the area?**

*E.g. Nearby destinations, how do you prefer to travel, when to plan?*

You can go to San Marino. But a lot of trips are also organized by ESN Rimini.

**b. What does not appear in a travel guide, but is definitely worth seeing/doing?**

Definitely worthwhile is to go on the ski trip of ESN.

## 8. Challenges & best moment abroad

**a. Any challenges? How did you deal with them?**

Socializing is sometimes intense, because you have to get to know everyone. But after a while when you find your friends you enjoy it a lot.

**b. Best memory?**

The ski trip and the gala night of ESN.

## 9. Contact details

<b>Is the reader allowed to contact the writer?</b>	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>
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