

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Event &amp; Experience</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	<ol style="list-style-type: none"><li>1. Understand future trends and requirements in the event/experience industry, especially with regard to creativity, sustainability and digitalization</li><li>2. Apply the theoretical knowledge in practice, especially in product development and marketing</li><li>3. Apply creative techniques to conceptualize and stage events and experiences</li><li>4. Engage in technical discussion with peers and develop constructive solutions as part of a team</li><li>5. Organize oneself and make decisions</li><li>6. Understand and incorporate ethical considerations into decision making</li></ol>
<b>Prerequisites</b>	only Master students
<b>Recommended reading</b>	
<b>Teaching methods</b>	Seminar-based teaching, projects
<b>Assessment methods</b>	Oral exam
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Dr. Olga Junek; Prof. Dr. Lukas Schönberger
<b>Email</b>	olga.junek@vu.edu.au; lukas.schoenberger@hm.edu
<b>Link</b>	
<b>Course content</b>	<ol style="list-style-type: none"><li>1. theoretical basics (live communication, user experience, customer journey, image transfer)</li><li>2. functions and meaning of events</li><li>3. design of events: overall process of an event from planning to post-processing</li><li>4. function, meaning and design of experiences in different tourism areas (theme par, adventure vacation, museum, wedding tourism, etc.)</li><li>5. sustainability and ethical aspects of events ("green events") and experiences</li><li>6. creative techniques</li><li>7. applied project: conception of an event or experience</li></ol>
<b>Remarks</b>	