

## Courses in English Course Description

<b>Department</b>	14 Tourism
<b>Course title</b>	Moving Concepts: Brand, concept & flow creation for hotels, spaces and everyone who wants to be (deeply) moved.
<b>Course number</b>	
<b>Hours per week (SWS)</b>	2 SWS per week, held biweekly
<b>Number of ECTS credits</b>	3 ECTS
<b>Course objective</b>	<ul style="list-style-type: none"> <li>-Overcome creative barriers by understanding and challenging the self-limiting belief "I am not creative" through practical exercises and mindful approaches</li> <li>-Create authentic brand experiences for possible clients and personal projects</li> <li>-Transform intangible values into tangible brand touchpoints</li> <li>-Analyze lifestyle groups and their brand needs</li> </ul>
<b>Prerequisites</b>	Interest in brand development and openness to creative approaches
<b>Recommended reading</b>	
<b>Teaching methods</b>	<p>Combining strategic brand development with creative &amp; mindful practices, students experience hands-on how to:</p> <ul style="list-style-type: none"> <li>-Uncover core brand values and stories</li> <li>-Create authentic brand voices</li> <li>-Design meaningful customer experiences</li> <li>-Translate concepts into tangible touchpoints</li> </ul> <p>Blend strategies with yoga wisdom, helping businesses build deeper connections</p>
<b>Assessment methods</b>	<p>According to the Study and Examination Regulations (SPO), the mandatory examination requirements for each seminar consist of two parts:</p> <ul style="list-style-type: none"> <li>-An oral presentation/talk (10-20 minutes)</li> <li>-A written term paper (10-15 pages)</li> </ul>
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Ms. Moana Sax
<b>Email</b>	connect@moanasax.com; moana.sax@hm.edu
<b>Link</b>	
<b>Course content</b>	<p>Drawing from experience as former Director Brand &amp; Concept at Hirmer Hospitality and now founder of Moving Concepts (moanasax.com), this course explores brand development through the lens of transformative experiences. Using case studies from hospitality projects like Bad Gastein's historical reimagining and UrbanNature Hotel's contemporary concept, students learn practical approaches to brand creation.</p> <p>Key Focus Areas:</p> <ul style="list-style-type: none"> <li>-Brand DNA extraction and narrative development</li> <li>-Lifestyle group identification and analysis</li> <li>-Guest journey and touchpoint design</li> <li>-Eflow state integration in brand experiences Strategic concept development</li> </ul> <p>Based on real-world expertise from projects including:</p> <ul style="list-style-type: none"> <li>-Badeschloss Hotel Bad Gastein</li> <li>-Grand Hotel Straubinger Bad Gastein</li> <li>-Urban Nature Hotel St. Peter-Ording</li> <li>-Schlosshotel Neustrelitz (soon near Berlin)</li> </ul> <p>Development of mindfulness-based brand approaches through the lense of Yoga Building a personal brand through self-employment</p>
<b>Remarks</b>	The course combines theoretical brand development with hands-on creative exercises. Students are encouraged to bring an open mindset and willingness to explore new approaches. All materials will be provided