DESTINATION MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students understand the particular challenges of destination management for a place, region, federal state or country. They understand the relevant stakeholders, the importance of positioning and strategic marketing. They know the essential tools for the implementation process.

COURSE CONTENTS

- New strategies in destination management and destination branding using different national and international branding strategies as an example.
- Infrastructural investment as a key impulse for destination management with examples from national and international destinations such as Vienna, Linz, Erl, Munich, Berlin, Eisenhüttenstadt, Mantua, Molde, New York and Sydney.
- Political implications of destination management such as regional development, federal stakeholders vs national stakeholders, and the influence of organizations, foundations and local clubs
- European political influences on destination management in European countries: standardization, quality management and communication management
- "Symbolic capital" in destination branding, applying P Bourdieu's theories
- E-marketing strategies

RECOMMENDED OR REQUIRED READING

BIEGER, Thomas (2008): Management von Destinationen. 7. unveränderte Auflage. Ouldenboug Wissenschaftsverlag, München.

MUELLER, Hansruedi (2005): Freizeit und Tourismus. Eine Einführung in Theorie und Politik. Forschungsinstitut für Freizeit und Tourismus. Bern.

Literatur auf der Lernplattform

KOCH, Klaus-Dieter (2013): 10 Thesen zur Zukunft des alpinen Destinationsmanagements.

KOCH, Klaus-Dieter (2011): Schluss mit der Bettenzählerei. Die Zukunft des Wintertourismus liegt in der Wertschöpfung. Veröffentlichter Aufsatz. Quelle: www.brand-trust.de

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

2

INTERNATIONAL SPORTS MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students develop a basic understanding of international sports structures, particularly the Olympic system, and of sports-related globalization, as well as acquiring a comparative perspective on the national sports structures of other countries.

They can understand and explain fundamental concepts, theories and the corresponding empirical findings of global governance in sport, sports-related globalization and the comparative sports system analysis. They can reflect on these in relation to possible future occupations in the field of sports.

COURSE CONTENTS

The concepts, theories and findings of globalization research, global governance research and comparative system research which are relevant in the field of sports are examined and reflected on in relation to possible future occupations. As the course is oriented towards international structures and processes, students can experience the interaction between national and international levels of sport.

RECOMMENDED OR REQUIRED READING

Chappelet, J.-L. & Kübler-Mabbott, B. (2008). The International Olympic Committee and the Olympic System: The Governance of World Sport. London, New York: Routledge.

Desbordes, M. & Richelieu, A. (2014). Global Sport Marketing: Contemporary Issues and Practice. London: New York: Routledge.

Giulianotti, R. & Robertson, R. (2007). Globalization and Sport. Chichester: Wiley-Blackwell.

Holt, R. & Ruta, D. (2014). Routledge Handbook of Sport and Legacy: Meeting the Challenge of Major Sports Events. London, New York: Routledge.

Li, M., MacIntosh, E.W. & Bravo, G. (Eds.) (2012). International Sport Management. Champaign, Ill.: Human Kinetics.

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4

INTERNATIONAL ARTS MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students can distinguish levels of internationalization and their respective challenges within the concepts of Globalization and Glocalization and also in their historical development. They are able to differ between European challenges and worldwide phenomenons and they gain sensibility for North-South-relations and cultural dominance. They know the basic terms such as "Cultural Transfer" and they realize the worldwide pluralism of aesthetic practice. They understand the involvement of governmental institutions and policies as well as of self-determinated umbrella organizations and non-governmental art institutions. They can discuss the necessary skills and competences for international projects.

COURSE CONTENTS

On an international level, both terms of "Arts Management" and "Cultural Management" are linked to the purpose of achieving aesthetic or artistic goals. The meaning of "international" has been object of several changes in the German Speaking countries: After the Second World war, "international" was mainly reduced to the USA and Europe. Postcolonial Studies, Cultural Studies and, recently, Festival Studies have advanced the concept of "international" to a global level, considering, for example, North-South-Relations and communities of low acceptance by the dominating countries. Examinations of "international programs" in European cultural enterprises still echo a preference of occidental artforms, on their behalf, the US-American Cultural Industries have developed a strong presence on global markets. This situation is the starting point to analyze the importance of international arts management and the institutions involved with cross-border arts management.

International Arts Management focuses on dynamic processes such as cultural transfer and mutual impacts of worldwide aesthetic practices. The seminar connects developments of internationalization to institutional frameworks and cultural policies. Skills and competences for working within the international arts market are as well considered as differences in organizational policies and approaches in the international context.

Key aspects:
- the concept of ECoC and its impact on European identities beyond cultural tourism
- the impact of "world cultures" on the European identity
- arts institutions that serve as worldwide platforms for cultural transfer and international exchanges such as festivals; umbrella organizations and real time Networks – the advance of the digital age and its impact on international arts and cultural collaboration (digital community building, Glocalization)
- cross-border funding institutions, programs like artist in residency, international collaboration in creative practice, cross-border regulations and IP strategies
- Cultural policy strategies, impacts and outcomes in the international arena
- international trends of emerging cultures, strong consideration of the "peripheries"

RECOMMENDED OR REQUIRED READING

Borwick, Doug (2012): Building Communities, not audiences. ArtsEngaged

Enwezor, Okwui: Mega Exhibitions and The Antinomies of a Transnational Global Form, Wilhlem Fink Verlag

Feld, Brad (2012): Start Up Communities. Wiley and Sons

Föhl, Patrick & Wolfram, Gernot (2014): Masters of Interspaces. Goethe-Institut

Goldsmith, Stephen & Eggers, William D. (2004): Governing by network. The new shape of the public sector. Brookings Institution Press

Hal, Marieke van et al (ed.) (2010): The biennial reader.

Henze, Raphaela / Wolfram, Gernot (Hrsg.) (2013): Exporting Culture, VS Verlag

Teissl, Verena (2013): „How and Why Film Festivals Contributed and Contribute to the Reception of the Latin American Film", in: Maurer Queipo, Isabel (Hrsg.): Directory of World Cinema: Latin America. Bristol/Chicago: Intellect publishing, P. 20-27

Schindhelm, Michael (2014): Lavapolis. Matthes & Seitz

Shifman, Limor (2013): Memes in Digital Culture. MiT

Shils, Edward (2001): Towards a General Theory of Action. Transaction Publ

Valck, Marijke de (2007): Filmfestivals: From European Geopolitics to Global Cinephilia: University Press of Amsterdam

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4

BUSINESS EVENTS

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students understand the area of business, one that is particularly important for Austria and includes congresses, conferences, seminars and fairs, as well as the most important locations and providers. They know the basic tasks of a professional congress organizer (PCO).

COURSE CONTENTS

- The importance of meeting, fairs, corporate events and incentives
- Organizing corporate events and incentives with the company's vision, aims and strategies in mind
- Agreeing with a company's management on the development of an event concept and the staging directions, the core program, personnel and cost
- Overview of the key stakeholders in the field
- Organization of a fair, corporate event or an incentive

RECOMMENDED OR REQUIRED READING

Bischof, Roland (2008): Emotionale Erlebniswelten schaffen-Zielgruppen nachhaltig binden. Berlin:Cornelsen

Bowdin, Glenn (2011): Events Management, Oxford:Butterworth-Heinemann

Davidson, Rob & Hyde, Anthony (2014): Winning Meetings and Events for Your Venue. Goodfellow Publishers Limited.

Davidson R. (2010) What Does Generation Y want from Conferences and Incentive programmes? Implications for the Tourism Industry. In: Yeoman, I. et al. (eds.) Tourism and Demography, Goodfellow Publishers.

Hermanns, A. (2003): Sponsoring und Events im Sport: von der Instrumentalbetrachtung zur Kommunikationsplattform, München, Vahlen

Holzbaur, U., Jettinger, E., Knauss, B. & Moser, R. (2003): Eventmanagement: Veranstaltungen professionell zum Erfolg führen, Berlin, Springer

Hosang, M. (Hrsg.) (2004): Event & Marketing 2: Konzepte, Beispiele, Trends, Frankfurt/Main, Deutscher Fachverlag

Maro, F. (2002): Mitreißende Meetings und gelungene Events, Düsseldorf, Metropolitan

Schäfer, S. (2002): Event-Marketing, Berlin, Cornelsen

Skinner, B. E. & Rukavina, V. (2003): Event sponsorship, New York, John Wiley & Sons

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

2