

Gen Z goes Museum: Invitation to a free museum and study trip for Master's students (Sport, Culture & Event Management)

How can we successfully deliver contemporary cultural education for Generation Z – and what roles can museums play in this? We invite students in the Sports, Culture, and Event Management master's program to join us on a one-week cross-border study trip to Tyrol, Veneto and Friuli-Venezia Giulia (Italy) together with Italian students and high school students.

On site, you will experience how museums design their educational formats, target group work and role models in their work with young people – and how this can inform specific research questions for your Master's thesis.

During the trip, we will actively and creatively explore different types of museums. The museums we visit are characterised by their contemporary relevance and innovative educational approaches. With the guidance of a media educator, our impressions will be explored in greater depth and presented digitally. The trip is ideal for systematically documenting observations and using them as an empirical basis for academic work.

As a participant, you will be able to

- Develop your skills in cultural and events management (e.g. targeting audiences, educational formats, communication)
- Strengthen your Master's thesis through participant observation, case studies and practical insights
- Learn about and critically reflect on approaches to cultural tourism, audience development, media literacy and place-making
- Discover new venues and museums and make contacts in the cultural sector

The trip is part of the Interreg Italy–Austria project 'EMY', which focuses on the interests of Generation Z and the potential of cultural tourism, with a particular emphasis on museums. The project centres on cultural education, values-based tourism, media literacy and place-making.

Museums visited (subject to change)

Innsbruck Museum of Folk Art; Ötztal Local History Museum; MeVe – Veneto Great War Memorial (Montebelluna, Veneto); Natural History and Archaeological Museum (Montebelluna, Veneto); Palazzo del Fumetto (Pordenone, Friuli-Venezia Giulia); Friuli Dolomites Nature Park; Vajont Dam (Friuli-Venezia Giulia); Museum of Blacksmithing and Cutlery (Maniago, Friuli-Venezia Giulia)

Target group

Master's students in Sport, Culture and Event Management – particularly suitable for identifying a topic, collecting data or conducting in-depth research as part of a Master's thesis

Date

Monday, 31 August – Sunday, 6 September 2026

Costs

Travel costs (from/to Innsbruck), museum admission fees and accommodation will be covered. (Note: This includes travel to and from Innsbruck, as well as transport between the locations/museums.)

In return

A reflection report for public use or the inclusion of the results in a Master's thesis.

Application

If you are interested, please send your CV and a short letter of motivation to: emy@fh-kufstein.ac.at. Knowledge of Italian is a plus.

Application deadline: 12 June 2026
