

International Student Workshop



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**AESTHETICS IN TOURISM MARKETING -
the impact of sound, smell, colour, light and
temperature in Tourism**



INSTITUTE FOR
TOURISM MANAGEMENT

European Territorial Co-operation Austria – Czech Republic 2007 – 2013

This international student workshop is part of the on-going co-operation between the Institute of Tourism-Management, Vienna University of Applied Sciences, Austria and the College of Polytechnics Jihlava, Czech Republic based on the common project “SCR”, a cross-border-project co-financed by the European Regional Development Fund (ERDF).



PROGRAMME OVERVIEW

Time	MO, Aug. 31	TUE, Sept. 01	WED, Sept. 02	THU, Sept. 03
9:00 a.m.			Field Research	Preparation of Presentation
10:00 a.m.		Site Visit: Artemide Showroom, Colour & Light in Tourism Karl Albert Fischer		
11:00 a.m.				
12:00 a.m.				Workshop Closing
1:00 p.m.	Welcome / General Information Working in International Teams	LUNCH Statt Beisl im WUK	LUNCH Statt Beisl im WUK	
2:00 p.m.	Aesthetics in Tourism Marketing – Basic Concepts Harald Hafner	The Scent Maker Oswin Lippitsch	Field Research: Analysis of Data	
3:00 p.m.		Sound in Tourism Christoph Pachucki		
4:00 p.m.		Field Research: Method Christoph Pachucki		
5:00 p.m.	Check in Hostel (Inter. Students only)			
6:00 p.m.		Dinner Flys	Dinner Blue Orange	
7:00 p.m.	Dinner Manolos			
8:00 p.m.				



MONDAY, August 31st 2015



Welcome and general information

*Prof. (FH) Mag. Michael Mair
Head of Institute for Tourism-Management,
FH Wien University of Applied Sciences, Vienna*

Teambuilding - Working in international teams, forming of teams

- get to know each other
- Interactive session
- forming of five teams (four person/team)

*Andrew James Pullen, B.A.
Lecturer, Institute for Tourism-Management,
FH Wien University of Applied Sciences, Vienna*



Aesthetics in Tourism Marketing – Basic Concepts

*Harald Hafner,
Owner, Hotmama hospitality & tourism marketing management*



TUESDAY, September 1st 2015



“Colour and Light in Tourism”

Site Visit: Artemide Showroom, Gonzagagasse 1, 1010 Wien

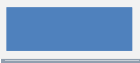
Transportation: Underground Line U1 station “Schwedenplatz” exit “Rotenturmstr.”, go along Schwedenplatz, passing Rotenturmstr., Marc-Aurel-Str. and Salzgies; turn left into Gonzagagasse

Prof. Mag. Karl Albert Fischer

Österreichisches Institut für Licht und Farbe/Austrian Institute of Light and Colour

Cumberlandstr. 6/18

1140 Vienna



Field Research

- General information
- Working task: Observation
- Research Design,
- defining of observation criteria

Mag. Christoph Pachucki,

External Lecturer



The Scent Maker

Ing. Mag. Oswin Lippitsch

Owner, Aromea Airdesign GmbH



Sound & Noise in Tourism

Mag. Christoph Pachucki,

External Lecturer

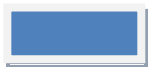


WEDNESDAY, September 2nd 2015



Field Research

Student Teams
- Observation

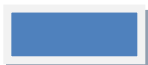


Field Research

Student Teams
- Analysis of findings

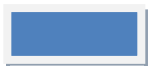
*Mag. Christoph Pachucki,
External Lecturer*

THURSDAY, September 3rd 2015



Field Research

Student Teams
- Preparation of Presentation
-



Final Presentation

Student Teams
- Final presentation (max. 10 min./team)



Workshop Closing

All workshop members get an official confirmation of participation

SUPPORTING PROGRAMME



LUNCH



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Statt Beisl im WUK

A place for visitors of the WUK as well as a meeting and communication point. A huge variety of food and drinks: vegan and vegetarian dishes, meal of the day and lunch offers.

Währinger Str. 59, 1090 Vienna

transportation: about 10 min. walk from the FH Wien University of Applied Sciences, cross the street underneath the underground station U6 "Währinger Str." in direction Währinger Str. and follow the street until no. 59



DINNER



© blueorange.co.at, 2015

Blueorange Gastro GmbH

The aim of blueorange is to coddle its guests with high quality coffee and bagels, quick and friendly service and a tidy and trendy ambience. Furthermore they use only fair trade, regional, organic and sustainable items, free from preservatives.

Margaretenstr. 9, 1040 Vienna

transportation: Underground line U4 station "Kettenbrückengasse", exit "Kettenbrückengasse", go straight ahead Kettenbrückengasse until it ends up into Margaretenstr., turn left into Margaretenstr. and follow the street until no.9

DINNER



© flys.at, 2015

Flys – American Fifties Restaurant

Back to the Fifties! Elvis, the King of Rock'n Roll is greeting you. Burgers, Hot Dogs, Sandwiches, Salads, Milk Shakes, Sluhs, Fifties Sound out of the Jukebox and Fifties TV ads– The American Dream in the 19th district.

Heiligenstädterstr. 29-31, Stadtbahnbogen 218, 1190 Vienna

transportation: Underground line U6 station "Nussdorfer Str."



DINNER



© manolos.at, 2015

Manolos

The latin-american music and culinary hot spot in the City of Vienna. Well known for it's excellent cuisine "Nuevo Latino" as well as its cocktails and collection of more than 300 kinds of finest tequila.

Volksgartenstr. 1, 1010 Vienna

transportation: Underground line U3 station "Volkstheater", exit "Bellariastr."

LECTURER



FH-PROF. MAG. MICHAEL MAIR

Head of Institute for Tourism-Management, FH Wien University of Applied Sciences, Vienna

www.fh-wien.ac.at/tourismus-management



ANDREW JAMES PULLEN, B.A.

Coordinator & Lecturer Business English & Social Skills, Institute for Tourism-Management, FH Wien University of Applied Sciences, Vienna

www.fh-wien.ac.at/tourismus-management



HARALD HAFNER

Owner, Hotmama Hospitality & tourism marketing management

www.hotmama.at



MAG. CHRISTOPH PACHUCKI

External Lecturer



ING. MAG. OSWIN LIPPITSCH

Owner, Aromea Airdesign GmbH

www.romea.at



PROF. MAG. KARL ALBERT FISCHER

Leiter, Österreichisches Institut für Licht und Farbe/Austrian Institute of Light and Colour

www.lichtundfarbe.at

FURTHER INFORMATION

COSTS

In the supporting programme one soft drink (at á-la-carte choice) or every soft drink (at buffet) as well as meals are included. **All alcoholic drinks and further soft drinks at á-la-carte choice are not included and have to be paid individually.**

Cost for public transport and accommodation will be paid by the organizer only for international students.

LOCATION

The workshop will take place at the FHWien University of Applied Sciences Vienna of WKW, Währinger Gürtel 97, 1180 Wien, **Room B108**, First floor, Part B.

ACCOMODATION (for Int. Students only):

Wombat's City Hostel "The Naschmarkt"

www.wombats-hostels.com

Rechte Wienzeile 35, 1040 Vienna

transportation: Underground line U4 station "Kettenbrückengasse", exit "Kettenbrückengasse"; go across Kettenbrückengasse and Rechte Wienzeile, turn left, 100 m straight ahead

FURTHER INFORMATION & SUPPORT

Please contact:

Daniela Wagner, Workshop Coordinator: 043 (664) 80 476 77 27 or

Pia Lindner/Sheren Sedik, Office Management: 0043 (1) 476 77 – 5870 or - 5816