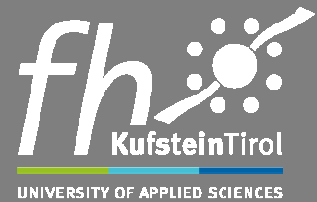


1st KUFSTEIN SUMMER SCHOOL

'Sustainable Sport and Culture Management – Learning from the Past'

August 22-28 2010, Palea Epidavros/Greece



Provisional Program

The 1st Kufstein Summer School focuses on the significance of sport and cultural management as one combined subject-area in which, over recent years, new synergies and challenges have emerged. Throughout the countries of Europe, terms such as 'identity', 'integration' and 'cultural representation' are being discussed extensively, thus revealing the increasing importance of sport and culture as integral parts of social encounters and intercultural exchanges. The Summer School reveals the historic lines of connection between the two, stemming from ancient times and continuing into the 21st century, which raise questions of the relationships between identity, the human body, and social representation. This also includes the impacts and challenges which make up sport and culture management. Organisational aspects as well as the historical, economic, and political issues that influence the staging of the various events will be discussed. From the Olympic Games in Athens in the year 2004 up to the new staging of plays at ancient venues it appears that the same fundamental questions recur and reveal themselves in varying forms to the public-consciousness. Appertaining to that, is the examination of the unknown as well as the shared experience of companionship and tolerance experienced at sports and cultural events. In addition to a rich excursion and panel program the 1st Kufstein Summer School offers a starting point for the formulation of a new, modern perspective on the management of sport and culture – 'Learning from the Past' with a view to gaining greater competence for the future.

Short facts

- International intensive program organized by the University of Applied Sciences Kufstein, Tyrol/Austria
- **Program coordination:** Prof. (FH) Dr. Sebastian Kaiser, Prof. (FH) Dr. Robert Kaspar & Prof. (FH) Dr. Gernot Wolfram.
- **Language:** English
- **Target group:** Graduate students from sport and leisure management, cultural studies, cultural management, social sciences as well as managerial economics. Students from other fields of study are also welcome.
- **Costs:** Euro 390, incl. lectures and program costs, hotel (shared rooms), breakfast, dinner (4x), travel costs during seminar, entrance fees.
- **Arrival:** Own arrangement.

Lectures and Workshops (amongst others)

- Prof. (FH) Dr. Gernot Wolfram, Professor of Cultural Sciences and Culture Management, FH Kufstein:
Beyond cultural dominance – a new way to look on Greek history as part of intercultural studies
- Dr John Beech MA MBA PhD FRSA, Head of Sport and Tourism at the Applied Research Centre for Sustainable Regeneration, Coventry University, UK & Prof. (FH) Dr. Robert Kaspar, Director of Studies Sports, Culture & Event Management, FH Kufstein:
Avoiding White Elephants – Perspectives for Optimising the Long-Term Utilisation of Mega Sports Event Infrastructure for Stakeholder Benefits
- Ourania Kyriakopoulou, LL.M, National Kapodistrian University Athens:
Sport and cultural projects as a measure of prevention against crime - a modern approach of Platons 'Protagoras'

Visits planned (amongst others)

- Epidavros (Ancient Theatre of Epidavros, Museum and Gymnasium of Epidavros,
- Boat trip to Sunken City of Epidavros (optional)
- Athens (Athens City Centre, Acropolis & The new Acropolis Museum, Post Olympic Excursion)

Further information: summerschool@fh-kufstein.ac.at

