

AIENT CONTEST OF FRESH IDEAS 2021

CONCEPT FOR AN EVENT SERIES FOR MORE SOCIAL SUSTAINABILITY IN MAJOR CITIES

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1 Introduction to the Problem

Imagining a short city trip, almost everyone thinks of the nice things first: exploring a new city, going out to party with friends, experiencing thrilling things together. But more and more, especially German cities like Berlin, Munich or Hamburg are experiencing a downside of this type of tourism that is becoming more and more evident: many locals feel disturbed by the tourists who are perceived as increasingly inconsiderate. Studies confirm this development as for increasing waste problems, complaints due to noise pollution and in some places even an increasing number of conflicts between tourists and locals¹.

A study about tourism in Munich shows after all, that the majority of the inhabitants indeed feel disturbed by the masses of tourists, but they also recognize the importance of tourism for their home city².

The situation is way worse in Germany's capital. In Berlin, the negative image of the few overlays the good behavior of the majority, making the aforementioned downsides even more noticeable for some Berliners: they regularly break the windows of the new "Orania" hotel, put "No Tourists!" stickers on street signs³ and spray paint graffiti against tourism on building walls⁴.

So, on the one hand, many solo travelers and groups stay among themselves or alone and have no interest in integrating themselves into the city. For them, the city is just a destination with a fun factor, and they see no reason to take responsibility for their behavior.

On the other hand, the locals suffer from the signs of the so-called "overtourism", they feel left alone by their city and therefore even resort to illegal means in Berlin. This conflict, and thus a social aspect of sustainability, has not received enough attention in large cities until today.

¹ Cf. Statista, 2020a

² Cf. Buchwald, 2019

³ Cf. Lindemann, 2018

⁴ Cf. Moritz, 2018

In the following, we show possible solutions to the problem in general and present our concept for a first step in the right direction.

2 Solutions

2.1 Generally valid solutions

In our opinion, the tourism industry and politics are first and foremost the ones who should show responsibility in this situation.

This statement is confirmed by a survey conducted in 2019 by the Competence Center of Tourism of the Federal Government. In this survey, possible measures to counter overtourism in German destinations were evaluated by tourism businesses. Among the favorites were increased guest awareness, spatial visitor guidance or the provision of digital visitor information⁵.

However, 92% and thus the majority of respondents voted for the alternative of creating offers for locals and tourists alike as the best alternative⁶.

2.2 The Event Series

Our concept of an event series in hostels should meet the demand to improve social sustainability in big cities. In addition, according to the results of the survey, this would be a step in the right direction that some tourist businesses already support and might even implement themselves.

This concept comprises a series of events with changing themes, such as disco or dance nights, an open stage with a varied program, but also cooking or barbecue evenings.

This selection of alternatives is also preferred by respondents to a survey we conducted⁷.

Both locals and tourists are invited to these evenings. This enables easier exchange and better communication between them and, seen over a longer period of time, improves the mutual relationship.

⁵ Cf. Statista, 2020b

⁶ Cf. Statista, 2020b

⁷ Cf. Survey in Appendix

From the hostel's point of view, this concept increases their reputation and, in the long term, their number of guest arrivals.

2.2.1 Bigger Hostel

So, for a larger hostel with the capacity to host about 300 guests and two event spaces with the capacity to hold 100 people each⁸, the event plan for an exemplary month might look like this:

	1st week	2nd week	3rd week	4th week
Tuesday		Cooking		Cooking
Friday	Dancing	Open stage	Dancing	Open stage

Figure 1

A permanently employed event manager is responsible for the event series and present at each of the events. Among other things, he also takes care of a newsletter that interested locals can subscribe to and that informs monthly about upcoming events.

The registration of participants for a cooking evening is obligatory, because a number of participants of 10-15 people should not be exceeded. That way, the kitchen is not too crowded, everyone can help with the preparation and still no chaos arises. In addition, the food shopping can be planned better this way.

The hostel will also take care of the food needed for cooking before this event. Throughout the evening, another staff member is required in addition to the event manager to coordinate and distribute tasks among the guests.

During the preparation and the cooking itself, all participants get involved, so that dinner is prepared by fairly distributed cooperation.

The length of the event varies between three and four hours, depending on the effort of cooking, the motivation of the guests or the entertaining nature of the shared meal. Assembly, disassembly, and cooking will be done exclusively with the participants.

⁸ Cf. documented correspondence in Appendix (St. Christopher's Inns)

The entrance fee of five euros covers the cost of food for a main course, a dessert and the staff involved. Our concept is based on the assumption that the hostel has its own bar, where guests can buy additional drinks during the different events. The cost of these drinks will also be included in the total cost of the event and thus covered by the fee.

If it is not possible to cook together in the kitchen, e.g., for hygiene or safety reasons, there will be an alternative evening with board games or similar stuff after a meal prepared by the hostel.

For a dance or disco night, no pre-registration is necessary; participants will be admitted until the room is full. For financial planning purposes, we have calculated with an average of 100 participants per night.

A DJ, two security guards, two wardrobe attendants, and again an additional supervisor besides the event manager, must be taken into account. The event takes place from 10 p.m. - 2 a.m., with an additional one to two hours of preparation and dismantling.

The entrance fee of three euros covers the cost of the staff employed, some snacks such as peanuts and pretzel sticks, and again the costs of drinks served at the bar.

Evenings with an open stage with a flexible program do not require participant registration; again, we expect an average of 100 participants per evening.

A professional moderator, two supervisors - event manager and supporting staff - plus two wardrobe attendants and two security guards are needed for a successful execution. Such an event could take place from 8 p.m. to midnight. About two hours must be added for set-up and dismantling.

The entrance fee of three euros is made up of the same costs as for a dance night.

In addition to the above-mentioned spending, some costs may have to be calculated for marketing. However, according to the estimates of a hostel employee contacted by us, who has already gained a lot of experience with such events, these costs are negligible, because so far, enough participants could always be

found via word of mouth or connections in general. The same source informed us that the costs for technology are also negligible in proportion to the total consumption in the hostel⁹.

According to our calculations based on estimated figures which are based on these assumptions, if they are supported with more figures, one comes to a projected result in the amount of 20,780 € net per year for the implementation of such a series of events¹⁰.

2.2.2 Smaller Hostel

In a smaller hostel with about 100 guests and only one event room, which can fit a maximum of 30-40 people, the possibilities are more limited¹¹.

Thus, an event manager, who exclusively takes care of the event series, will not be necessary, and cooking evenings are not possible because of a too small kitchen.

Therefore, as an alternative for such smaller hostels, we have considered having a dance night only once a month in winter.

In summer, there is an additional neighborhood party or barbecue evening once a month with 80-100 participants, to which neighboring residents and other locals can bring side dishes.

Alternatively, a DJ can accompany the evening, a food truck can be rented, or the hostel provides the catering itself and charges an admission fee.

In order not to cause any bothersome noise at night, the event should take place from 6/ 7 p.m. until 10 p.m. In addition, you have to reckon with a total of about two hours of assembly and disassembly.

⁹ Cf. documented correspondence in appendix (St. Christopher's Inns)

¹⁰ Cf. business model in Appendix

¹¹ Cf. documented correspondence in Appendix (Augustin Hotel)

2.3 Basic premises

2.3.1 The operator's viewpoint

In order for these various events to be held successfully and without any problems, there are some requirements, both on the part of the guests and on the part of the hostel operators. Also, a few additional environmental conditions should be considered.

In order for the hostel not to incur large additional costs due to the events, it is advantageous if the furnishings and equipment of the house are already of an event-like character.

For the dance and open stage nights, a lounge can be used, which many hostels already have. Some also have a meeting or conference room, which can be of advantage.

The technical equipment, which includes for example microphones, a DJ mixing desk and sound equipment, is also already available in many hostels. But even if not, this is not a big problem, as this equipment can be rented relatively cheaply. In addition, many professional DJs bring their own equipment to the event.

The cooking evenings, on the other hand, bring a fixed requirement, because without a large kitchen in which to cook for 20 people at once, the evening cannot take place. Whether the participants may cook themselves or not, depends on the hygiene and safety regulations of the hostels. However, as already mentioned, there are alternative options for this.

2.3.2 The customer's viewpoint

In the entire field of tourism, the guest is one of the most important key resources, so the type of events should also be oriented towards the customers.

Through our survey, we were able to determine that about 90% of the participants would be enthusiastic about the events we had in mind and would also pay an additional charge¹². Around 60% of the respondents would be much more likely to travel alone if such socializing programs were offered on site¹³.

Würde es Dir das Alleinreisen attraktiver machen, wenn du die Möglichkeit hast, Gleichgesinnte (andere Touristen und auch Anwohner) vor Ort kennenzulernen?

93 Antworten

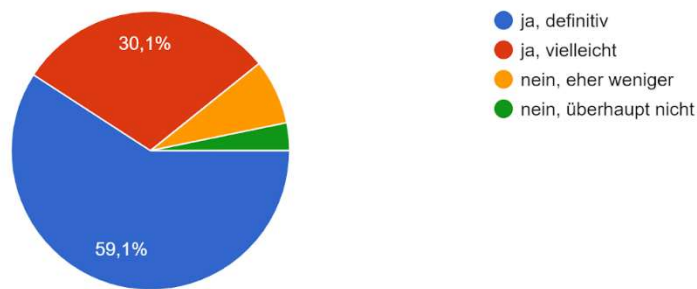


Figure 2

Among the participants in our survey, cooking or culinary evenings were the most popular, followed by dance nights, open stage, board game evenings and sports events such as joint yoga sessions, meditation, or soccer games¹⁴.

Welche Art von Veranstaltung würde Dich als Reisende/r in einem Hostel interessieren?

93 Antworten



Figure 3

¹² Cf. survey in Appendix

¹³ Cf. survey in Appendix

¹⁴ Cf. survey in Appendix

Also, the statement of a contacted hostel showed us that the offer can be successful not only in theory but also in practice. St. Christopher's Hostel Berlin Mitte has already organized similar events in the past and they were always well attended¹⁵.

2.3.3 Other Requirements

Another requirement is the location of the hostel. It should not be located in a residential area, where the residents are disturbed by the loud parties until late at night. In addition, the hostel should be easily accessible for local participants, so it is best to be located near a reliable public transport line.

In general, it should be noted that such events are not feasible due to the current situation with the Corona pandemic and the related restrictions on domestic and foreign tourism.

However, as soon as the situation returns to normal and travel picks up again, especially such events that are about togetherness and socializing can be very well received, after the long period of isolation.

¹⁵ Cf. documented correspondence in Appendix (St. Christopher's Inns)

3 Conclusion

3.1 Open Aspects

Some questions still remain unanswered, but these can only be clarified when test runs of the concept can take place.

Due to the Corona crisis, we unfortunately received little feedback from the many hostels we contacted as to whether there is interest in such events, whether their guest numbers would be sufficient to carry out the series of events in this way, and whether the furnishings and equipment of the hostels would be suitable. The contact with two individual hostels only confirmed our theoretical assumptions.

3.2 Further steps

In the further course of the project planning, more hostels must be contacted and asked for their opinion on the feasibility of the events, capacities of the event rooms and the whole hostel and the attractiveness and general interest in the events.

The two staff members we have been in contact with are not averse to the events, and as soon as the situation normalizes, also interested in holding them. Therefore, we do not see any major obstacles for the acquisition of additional project partners.

Until the implementation can start, the communication should be a priority in any case, not only with possibly interested hostels but also with the customers. The social media pages required by the hostel must be designed in an appealing and professional manner and a template for the newsletter must be created in advance.

Another task is to contact cultural departments and funding agencies, so that the costs might be partially covered, and the events can be offered for even cheaper entry. For example, the Munich Municipal Department of Culture¹⁶ and Berlins

¹⁶ Cf. Munich, 2020

Senate Department for Culture and Europe¹⁷ can be contacted. In addition, co-operation with regional organic farms and beverage suppliers is recommended to give more weight to the ecological sustainability aspect as well.

¹⁷ Cf, Berlin, 2020

Sources

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Attachment

Survey conducted by Nicole Dobmeier and Franziska Rein (December 2020 - January 2021):

93 people participated in our survey created with Google Forms on the topic of "traveling alone". The questions and the percentage distribution of the answers are available via

https://docs.google.com/forms/d/1qZvwXSJUyloV7Y4oIm73hBu_lymxjstG4ex8AMqzLsk/viewanalytics.

Correspondence with Daniel Günther of the Augustin Youth and Family Hotel (excerpts relevant to the project work):

Von: Daniel Günther <guenther@augustin-hotel.com>

Gesendet: Freitag, 11. Dezember 2020 15:26:36

An: Dobmeier, Nicole

Cc: Romina Leppelt

Betreff: AW: Tourismusprojekt Hochschule München

Hallo Frau Dobmeier,

gerne können Sie es zitieren, kein Problem.

Personalkosten sind in der Hinsicht schwer zu kalkulieren, kommt immer drauf an wie das Event am Ende aufgebaut ist, wenn es ein „Nachbarschaftsfest“ mit „Hostelgästen“ ist und man das ganze absolut locker und leger aufziehen möchte, wäre z.b. eine Möglichkeit nicht zu bedienen, sondern mit einer Art Kiosk zu arbeiten sinnvoll, schon hab ich mir 2 Kellner gespart. Security wird für die Größenordnung nicht wirklich notwendig sein, aber ich schreib euch mal was dazu.

- DJ (inkl Equipment) ca. 600 €
- Mitarbeiter für (Garderobe, Einlass, Getränkeverkauf) ca. 25 € Stunde je Mitarbeiter
- Security ca. 30-40 € pro Stunde

Kosten auch hier zu kalkulieren ist ebenso schwer, solange kein komplettes Event steht. Wenn das Essen, Getränke etc. einzeln bezahlt wird und man dies ordentlich kalkuliert, hat man die meisten Personalkosten schon drin, ebenso die Warenkosten, man muss sich am Ende auch entscheiden ist es ein Event an dem ich Geld verdienen möchte, oder geht es mir um soziale Kontakte, internes Marketing und die Hoffnung das die Gäste uns auch außerhalb der Veranstaltung wieder besuchen und bei uns Geld lassen. Dann würde ich versuchen nur Kostendeckend zu arbeiten.

Pauschal sagt man immer der Eintritt insgesamt muss mir meine DJ Kosten und meine Security decken am Rest verdiene ich dann, also kommt es dann auf die Größe der Veranstaltung an.

Bei uns ist es ebenso immer noch eine Sache ob ich mir an diesem Tag anderen Umsatz kaputt mache. Kann ich bei dieser Veranstaltung noch meine „normalen“ Gäste bewirten, können diese eventuell sogar spontan mit an dieser Veranstaltung teilnehmen, da spielen einige Faktoren eine Rolle.

Viele Grüße meldet euch immer wenn was ist, ihr könnt auch einfach gerne mal vorbei kommen.

Daniel Günther

Correspondence with Rhys Murray of St. Christopher's Inns (excerpts relevant to project work):

Von: St Christopher's Inn Berlin Mitte <berlin.mitte@bedsandbars.com>

Gesendet: Donnerstag, 26. November 2020 16:01:19

An: Dobmeier, Nicole

Betreff: Re: Tourism project Munich University of Applied Sciences

Hey team,

Thanks for your email. If an event such as this was to be hosted at our hostel, it would be possible under most circumstances (excl. obvious ones like COVID). We have sizable rooms for which are used for group training, events, etc. The obstacles in my opinion would be the crowd draw which is dependent on the scale you'd like to go, the type of event you hold and interest attached to that concept, and the marketing. Also, the stigma of tourists by Berliners is quite real so the integration would also be quite tricky.

Let me know if you'd like to know anything else and good luck with your work!

Rhys

On Tue, 8 Dec 2020 at 19:09, St Christopher's Inn Berlin Mitte <berlin.mitte@bedsandbars.com> wrote:

Hey again,

No problem at all.

1. We can comfortably fit in the range of approximately 100 people in our main events room, maybe more, I couldn't give you an exact figure. We have an additional space next door which is about the same size, which when used for an event could fit the approx. same amount.
2. We have a fully equipped restaurant kitchen that can cater for much more than 20 people. When we're a functioning hostel we have up to 280 guests in house, as well as bookings coming through also. Our kitchen can maintain much more than 20 people when properly staffed.
3. For our events rooms, we have projectors, party lighting, large speakers, microphones and a DJ deck.
4. We have hosted events in the past such as reggaeton parties, and a large proportion of our guests when we were full were interested in going.
5. I don't have the pricing details with me at the moment but if it's important I can enquire about it and get back to you.

And finally, you are more than welcome to quote me and this email in your paper. Feel free to send it through when it's done!

Warm regards,
Rhys

Von: St Christopher's Inn Berlin Mitte <berlin.mitte@bedsandbars.com>

Gesendet: Dienstag, 8. Dezember 2020 19:10:16

An: Dobmeier, Nicole

Betreff: Re: Tourism project Munich University of Applied Sciences

To expand on point 5, our only real costs are for security and staff for the night, as well as potentially for the one performing (e.g. DJs, comedians). As there are no rental costs involved it can be quite easy to charge a standard entry fee and drink prices to make up the cost pricing and to profit.

Von: St Christopher's Inn Berlin Mitte <berlin.mitte@bedsandbars.com>

Gesendet: Donnerstag, 10. Dezember 2020 23:19:22

An: Dobmeier, Nicole; Rhys Murray

Betreff: Re: Tourism project Munich University of Applied Sciences

Hey hey,

If youve got about 3 bartenders for say, 10 hours each, you can estimate approximately 300 EUR for the 30 hours. We have two inhouse bars, one on our entry level, and one in the events room. With respect to the promotion, it was all social media marketing and word of mouth. For our reggaeton parties, we had an employee with a big reach in that community to plan and to spread the information, basically no paid marketing required with exclusively organic reach.

With respect to the kitchen, its unfortunately only usable by our trained staff members as there are too many hazards to allow for guest usage.

Also, Ive CCd in my personal work email, so reply to me there as Ive almost lost your responses in our regular inbox.

Cheers,
Rhys

Business model of event series:

Geschäftsmodell des Prototyps

Konzept:	Veranstaltungsreihe
Bearbeiter:	Nicole Dobmeier/ Franziska Rein
Stand:	1/22/2021

1. Prognose Umsatzströme

Kundennutzenversprechen	Durchschnittlich verkaufte Menge in Stück p.a.	Durchschnittlicher Preis in Euro pro Veranstaltung	Umsatz in Euro netto p.a.	Quelle/ Annahme
Kochabend	312	5,00 €	1.560 €	im Schnitt 13 Teilnehmer pro Veranstaltung
Tanzabend/ Disco	2.400	3,00 €	7.200 €	im Schnitt 100 Teilnehmer pro Veranstaltung
offene Bühne	2.400	3,00 €	7.200 €	im Schnitt 100 Teilnehmer pro Veranstaltung
verkaufte Getränke an Bar	20.000	6,00 €	120.000 €	Cola, Fanta, Alkohol
Umsätze gesamt in Euro netto p.a.			135.960 €	

2. Prognose Kostenströme (Marketing und Technik als vernachlässigbar angenommen)

A. Mitarbeiter Event-Manager	EURO netto p.a.	Quelle/ Annahme
Gehalt	22.000,00 €	geschätzt
Zwischensumme A	22.000,00 €	

B. Schlüsselaktivitäten	EURO netto p.a.	Quelle/ Annahme
DJ	7.200,00 €	300€ Lohn/ Tanzabend
Security	14.400,00 €	2 Sicherheitsleute*30€ Stundenlohn*4 Mal im Monat*12 Monate*5h
Garderobe	7.200,00 €	2 Mitarbeiter*15€ Stundenlohn*4 Mal im Monat*12 Monate*5h Arbeitszeit
weiterer Mitarbeiter (Aufsichtsperson)	4.680,00 €	13€ Stundenlohn*6 Mal im Monat*12 Monate*5h Arbeitszeit
Moderator	7.200,00 €	300€ Lohn/ Abend
Zwischensumme B	40.680,00 €	

C. Schlüsselressourcen	EURO netto p.a.	Quelle/ Annahme
Material Speisen	2.000,00 €	Fokus auf nachhaltige Produkte
Material Snacks	500,00 €	Fokus auf nachhaltige Produkte
Material Getränke	50.000,00 €	Fokus auf nachhaltige Produkte
Zwischensumme C	52.500,00 €	

Kosten gesamt in Euro netto p.a.	115.180 €
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3. Prognose Ergebnis

	Jahr
Umsätze gesamt in Euro netto p.a.	135.960 €
Kosten gesamt in Euro netto p.a.	115.180 €
Ergebnis	20.780 €

Hinweis: grau hinterlegte Felder werden automatisch berechnet.