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Oktoberfest München - The world's largest public event

By Nico Schulenkorf

Grin Verlag Mrz 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Business economics - General, printed single-sided, grade: 1,0, University of Technology, Sydney (School of Leisure, Sport and Tourism), course: Event Management, 20 entries in the bibliography, language: English, abstract: This case study examines the current management practices of the Oktoberfest and focuses on the co-operation between its organisational body, the Munich Tourist Office, and the most influential stakeholders. By analysing the internal and external resources and competences of all participating bodies, the puzzle that is the event environment can be solved and transferred into a finished event picture. Literature reviews, secondary data from Oktoberfest surveys and in-depth expert interviews support the arguments presented in the report. One of the most outstanding characteristics of the Oktoberfest is that despite no marketing or sponsorship activities, this mega event has always been successful and economically stable. This paper discusses the overall financial benefits that are achieved through the close link of the festival with the tourism sector, which results in increased income for the host community. In order to evaluate the success of...



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