

# EUROPE EXPERIENCE DESIGN & MANAGEMENT

AUSTRIA, GERMAN BAVARIA, AND ITALY  
FIELD STUDY SPRING 2026



Join an exciting two-week field study adventure in Austria, German Bavaria, and Italy as we learn from and connect with students and faculty in the Tourism Experience Design Master's Program at the Salzburg University of Applied Science and study how guides enhance experience quality first hand in curated, guided experiences in Austria, German Bavaria, and Italy. After flying into Munich, we will travel to Salzburg for four days of exchange with Salzburg students and faculty taking and teaching classes. We will enjoy joint expeditions including a *Sound of Music* tour, the internationally famous ice caves, historic salt mines, and a chamber concert of Mozart in his hometown fortress. Other experiences in Bavaria will include, among others, a guided tour of Neuschwanstein Castle (think iconic Disney castle) and a gondola ride to the highest point in Germany. In Italy, we will finish the trip with guided walks, food experiences, and other outdoor activities across Tuscany and the island of Elba, led by our good friends with Tamarillo Active Travel, a guiding company providing adventures in Fiji and Italy. Students will be active evaluative experts and research assistants as we dive into the world of experience guiding and seek to draw out and understand the characteristics of successful guides and their impact on experience value. We intend to build our research results onto the Theory of Structured Experience and present and publish our research findings in academic settings at the conclusion of our program.

## **DATES**

31 May–15 June 2026

## **HOUSING**

Students will stay in hotels, apartments, and hostels with other students in the program. The program will arrange all housing.

## **COURSES**

Students will enroll in the 6 credit hours while on this program:

EXDM 311—Advances in Positive Psychology in Experience Design (3 credit hours)

EXDM 490R—Special Topics in Experience Design and Management (3 credit hours)

Students may not take any other courses on this program, including BYU Online courses, without approval by the program director and ISP.

## **COST**

\$4,900-5,400

Includes Latter-day Saint undergraduate full tuition (increased cost for graduates and non-Latter-day Saint students), transfers, group travel within Europe, housing, most breakfasts, some lunches and dinners, group experience activities, and international health insurance.

Does not include airfare, other meals, or personal expenses.

## **TRAVEL**

Students are responsible for purchasing their own airfare to and from the program. Airline reservations must be made through BYU Travel. Students should contact a BYU Travel agent: BYU Travel | 280 HRCB | (801) 422-6293 | [travel@byu.edu](mailto:travel@byu.edu)

## **PREPARATION**

During the semester before departure, students are required to participate in an international cross-cultural preparation class (IAS 201R, 1 credit hour). This class will be held Thursdays from 4 to 6 PM during the second block of winter semester 2026. Part-time BYU students and non-BYU students will need to pay an additional tuition fee for enrolling in this prep class.

**Students must meet all country- and program- specific COVID and health requirements for travel.** International study programs are physically, emotionally, and mentally demanding, so you must be in good health to participate. These programs often take place in locations that do not have the same level of safety and services in terms of transportation, living conditions, residential accommodations, food, public behavior, and policing that you may be used to on campus. If you have further questions or concerns on this, please see <https://kennedy.byu.edu/isp-travel-policy>.

## **FUNDING SOURCES**

Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to Study Abroad programs. Students who submit the financial aid section of the ISP application, and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB), will be considered for a Study Abroad scholarship. Academic departments and colleges may assist with scholarships and grants. Private grants and scholarships outside of BYU may also assist (see [kennedy.byu.edu/scholarships](https://kennedy.byu.edu/scholarships)). Scholarships are not applied until the last payment is due.

## **APPLICATION PROCESS**

Students must be 18 years of age or older to participate. Complete the online application at [kennedy.byu.edu/apply](https://kennedy.byu.edu/apply). A nonrefundable \$35 application fee is required. Applicants will be interviewed once the application is complete. Students will be notified via e-mail of their acceptance into the program. The first payment is due upon acceptance. Please refer to the Payment Information page.

**Priority Deadline: 15 November 2025**

**Application Deadline: 1 December 2025**

## **FACULTY**

**Brian Hill** is a professor of Experience Design and Management: (801)422-1287 | [brian\\_hill@byu.edu](mailto:brian_hill@byu.edu)

**Patti Freeman**, a professor of Experience Design and Management, is a co-director of the program: (801) 422-1286 | [patti\\_freeman@byu.edu](mailto:patti_freeman@byu.edu)

## **SCHEDULE AND TIME COMMITMENT**

Students must arrive in Europe with the group and may not leave the group until the program is complete.

## **INTERESTED STUDENTS SHOULD CONTACT**

International Study Programs

101 HRCB | (801) 422-3686

[isp@byu.edu](mailto:isp@byu.edu) | [kennedy.byu.edu/isp](https://kennedy.byu.edu/isp)

## **PROGRAM ADJUSTMENTS**

International Study Programs (ISP) reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost. If it becomes necessary for ISP to cancel a program, all program payments made to BYU ISP will be refunded to the student's BYU financial account. ISP is the only office authorized to cancel any of its programs.