

Experience Economy in the Context of Sustainable Development

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Abstract

One of the main challenges is the question, how sustainable development assumptions can be implemented in practice, better and more effectively. This paper explores the relation between sustainable development trends and experience economy, with main aim to describe links of those two ideas. The authors hypothesized that there is relation between sustainable development and experience economy because both these ideas have common goals and are a counterweight to the concept of mass consumption. The aim of the study is to proof that the concept of experience economics along with its conscious design in an enterprise can counteract growing consumerism. In order to verify this hypothesis and achieve the main aim, the author used triangulation methods combining desk research and qualitative research. The main research result is that designing experience in organizations will be an important trend that will allow to meet the current challenges not only economic, social but also ecological. It is a very good time for designers for using their creativity in many different branches of industry.

Keywords: Experience economy, sustainable development, experience design, consumerism