

Course Outline: Advances in Tourism Management Spring 2016 (7.5 ETCS) Prof. Matthias Fuchs

Session Title	Date	Time	Location	Lecturer
Introduction: Course overview & planning Building the research contribution Advances in Destination Marketing I: Image-based tourist segmentation, Media-mix selection: a linear programming approach, short term forecasting using exponential smoothing techniques	5.4.2016	9:15-12:00	Mid-Sweden University, Campus Östersund, ETOUR (P 2517), Bävörn	Matthias Fuchs
Advances in Destination Marketing II: Economic effects of advertising, measuring asymmetric effects of customer satisfaction, destination brand equity modelling	5.4.2016	14:15-17:00	ETOUR (P 2517), Bävörn	Matthias Fuchs Tatiana Chekalina
Efficiency Benchmarking in tourism: Productivity concepts, efficiency differentials at tourism destinations, IT productivity paradox	6.4.2016	9:15-12:00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Discussion seminar (<i>auxiliary date</i>)	6.4.2016	14:15-17.00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Complex adaptive tourism systems and destination networks I: The system approach in tourism: system dynamics, agent based modelling, non-linear dynamics; The network science approach in tourism: issues and topologies, complex network metrics, analytical issues of real tourism networks	7.4.2016	9:15-12:00	ETOUR (P 2517), Bävörn	Rodolfo Baggio
Complex adaptive tourism systems and destination networks II: Running the network analysis in tourism	7.4.2016	14:15-17:00	Computer Lab	Rodolfo Baggio
Information & communication technologies in advanced tourism management I: Technological change and ICT development, e-business perspectives, theories and research in tourism, application perspectives: ubiquitous services, online auctions, recommender systems; future research	8.4.2016	9:15-12:00	ETOUR (P 2517), Bävörn	Matthias Fuchs Wolfram Höpken
Information & communication technologies in advanced tourism management II: The knowledge destination concept, business intelligence in tourism, applications of BI-based destination management systems (DMIS): Web-mining, sentiment & topic detection	8.4.2016	14:15-17:00	Computer Lab	Matthias Fuchs Wolfram Höpken
Student presentations	10.5.2016	9:15-12:00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Student presentations	10.5.2016	14:15-17:00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Student presentations	11.5.2016	9:15-12:00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Student presentations	11.5.2016	14:15-17:00	ETOUR (P 2517), Bävörn	Matthias Fuchs