Announcement:

PhD course in spring 2016*: _Advances in tourism management (7.5 ECTS)_*

Since 2010 the Department of Tourism Studies at Mid-Sweden University offers a PhD program in Tourism Studies. The program is within the social sciences and focuses on tourism-related resources, tourist behaviour and tourism management (for details: http://www.miun.se/etour/forskarutbildning).

We are happy to invite to a PhD course related to the above program. The course entitled *Advances in tourism management* is targeting on post-graduate students and will be offered in spring 2016 (the *course schedule* can be found at: http://www.miun.se/medarbetare/stod/forskarstod/aktuella-kurser-for-forskarstuderande

The focus is on the functioning and interplay of the various operations and processes within and between tourism organizations. Main topics include:

- Optimization of operations in tourism firms (e.g. pricing, yield management, forecasting, efficiency benchmarking)
- Tourism marketing (e.g. brand attractiveness and brand equity modelling, image-based segmentation, media mix selection, advertising impact)
- Destination management and governance (e.g. technological change and tourism competitiveness, business intelligence and the concept of the knowledge destination)
- Planning, management and development of tourist destinations (e.g. analysis of complex adaptive tourism systems and destination networks)

The PhD course is offered in **English**. The course syllabus is available at: http://www.miun.se/siteassets/fakulteter/huv/forskarutbildning/tur001f_id15752pdf

The blocked PhD course takes place at the Department of Tourism Studies at Mid-Sweden University (Campus Östersund, Sweden) and is scheduled:

- **April 2016:** (5th, 6th, 7th and 8th April 2016)
- **May 2016**: (10th and 11th May 2016)

In order to register in this course or to request for further information, please, contact the course coordinator, Professor Matthias Fuchs at matthias.fuchs@miun.se.

Deadline to register is **15th March 2016**