

Course Outline: Advances in Tourism Management, 7.5 Credits

Session Title	Date	Time	Location	Lecturer
Introduction: Course overview, planning & coordination Management Problems at Tourism Destinations and related research veins: Destination Marketing & Brand Auditing: methods for strategy building and operations (e.g. yield management & segmentation, short-term-forecast, brand measurement & media mix optimization)	22.3.2012	9:15-12:00	Mid-Sweden University, Campus Östersund, ETOUR (P 2517), Bävörn	Matthias Fuchs
Economic Problems at tourism destinations and research veins: Coordination & seasonal pricing of multi-stakeholder offer	22.3.2012	14:15-17:00	ETOUR (P 2517), Bävörn	Paolo Figini
Economic Problems at tourism destination and research veins: Economic analysis of tourism impacts (e.g. Satellite accounts)	23.3.2012	9:15-12:00	ETOUR (P 2517), Bävörn	Paolo Figini
Management Problems at Tourism Destinations and related research veins: Resource Stewardship and benchmarking the productivity at tourism destinations	23.3.2012	14:15-17:00	ETOUR (P 2517), Bävörn	Matthias Fuchs
Policy and Governance problems at tourism destinations and research veins: Public sector dynamics, perspectives of tourism policy makers	26.3.2012	9:15-12:00	ETOUR (P 2517), Bävörn	Bo Svenson
Development and Sustainability problems at tourism destinations and research veins: Tourism Area Life Cycle in theory and practice – a critical review	26.3.2012	14:15-17:00	ETOUR (P 2517), Bävörn	Bosse Boden
Management Problems at Tourism Destinations and related research veins :New Information and Communication Technologies; Adoption and Impact of innovative E-Business applications in tourism destinations	27.3.2012	10:15-13:00	ETOUR (P 2517), Bävörn	Maria Lexhagen Matthias Fuchs
Student presentations	19.4.2012	9:15-12:00	ETOUR (P 2517), Bävörn	All lecturers
Student presentations	19.4.2012	14:15-17:00	ETOUR (P 2517), Bävörn	All lecturers
Student presentations	20.4.2012	9:15-12:00	ETOUR (P 2517), Bävörn	All lecturers
Student presentations	20.4.2012	14:15-17:00	ETOUR (P 2517), Bävörn	All lecturers