

# PhD course in spring 2019

## – 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 2019.

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: <https://medarbetarportalen.miun.se/SysSiteAssets/fakulteter2/huv/forskarutbildning/ny-web-140401/syllabus-phd-course-tourism-management-spring-2019---mid-sweden-university.pdf>

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

- **April 2019:** 2nd, 3rd, 4th, 5th and 12th April 2019
- **May 2019:** 15th and 16th May 2019

In order to register in this course or to request for further information, please, contact the course coordinator, Professor Matthias Fuchs <https://www.miun.se/en/personnel/matthiasfuchs/> at [matthias.fuchs@miun.se](mailto:matthias.fuchs@miun.se).

Deadline to register is **15th March 2019**

The course schedule →

## **Course Outline: Advances in Tourism Management Spring 2019 (7.5 ECTS) Prof Matthias Fuchs**

Session Title	Date	Time	Location	Lecturer
Introduction: Course overview & planning Building the research contribution			Mid-Sweden University, Campus Östersund, ETOUR (P 2517) Båvern	Prof Matthias Fuchs
Advances in Destination Marketing I: Image-based tourist segmentation, Media-mix selection: a linear programming approach, short term forecasting using exponential smoothing techniques	2.4.2019	9:00-12:00	ETOUR (P 2517)	Prof Matthias Fuchs
Advances in Destination Marketing II: destination brand equity modelling, Economic effects of advertising, measuring asymmetric effects of customer satisfaction	2.4.2019	14:00-17:00	ETOUR (P 2517)	Prof Matthias Fuchs
Efficiency Benchmarking in tourism: Productivity concepts, efficiency differentials at tourism destinations, IT productivity paradox	3.4.2019	9:00-12:00	ETOUR (P 2517)	Prof Matthias Fuchs
Epistemological foundations of management research – Critical reflections	3.4.2019	14:00-17:30	ETOUR (P 2517)	Prof 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	4.4.2019	9:00-12:00	ETOUR (P 2517)	Prof Rodolfo Baggio
Complex adaptive tourism systems and destination networks II: Running the network analysis in tourism using the free Network Analysis Software: GEPHI® (www.gephi.org)	4.4.2019	14:00-17:00	Computer Lab (tba)	Prof Rodolfo Baggio
Advanced Tourism Analytics I: The knowledge destination concept, business intelligence in tourism, applications of BI-based destination management systems (DMIS): Web-mining, sentiment & topic detection	5.4.2019	9:00-12:00	ETOUR (P 2517)	Prof Wolfram Höpken
Advanced Tourism Analytics II: Applied laboratory exercises in (un-)supervised machine learning with Free Data Mining Software Rapid Miner desktop Ver. 7.0	5.4.2019	14:00-17:00	Computer Lab (tba)	Prof Wolfram Höpken
Smart tourism services: applications, trends and management challenges	12.4.2019	9:00-12:00	ETOUR (P 2517)	Prof Marianna Sigala
Service Operations: Customer engagement in tourism value chain, customer participation in tourism innovation, co-creation in tourism: Crowdsourcing applications and implications, crowdfunding in tourism	12.4.2019	14:00-17:00	ETOUR (P 2517)	Prof Marianna Sigala
Student presentations	15.5.2019	9:15-12:00 14:15-17:00	ETOUR (P 2517)	Prof Matthias Fuchs
Student presentations	16.5.2019	9:15-12:00 14:15-17:00	ETOUR (P 2517)	Prof Matthias Fuchs

**Matthias Fuchs**, Ph.D., is Full Professor of Tourism Studies at MidSweden University, Östersund, Sweden. His research areas include electronic tourism (i.e. mobile services, online auctions, business intelligence and data mining in tourism), customer-based destination brand equity modelling, tourism economics and impact analysis. Matthias serves on the editorial board of the Journal of Travel Research, Annals of Tourism Research, the Journal of Hospitality & Tourism Management and Tourism Analysis. He is also Associate Editor of the Journal of Information Technology & Tourism. Matthias Fuchs has been research track chair of the ENTER conference 2014 and overall chair of ENTER 2018.

<https://www.miun.se/en/personnel/MatthiasFuchs/>



**Wolfram Höpken**, Ph.D., is Professor for Business Informatics and eBusiness at the University of Applied Sciences Ravensburg-Weingarten. His main fields of interest are business intelligence and data mining, semantic web & interoperability and mobile services. He has been involved in several research projects in the area of semantic web and seamless data interchange in tourism as well as in the area of knowledge discovery and management within tourism destinations. Wolfram Höpken been research track chair of the ENTER conference 2009 and overall chair of ENTER 2014.

<http://www.hoepken.org/>



**Rodolfo Baggio** holds a Master degree in Physics (University of Milan, Italy) and a PhD in Tourism Management (The University of Queensland, Brisbane, Australia). After having worked for leading information technology firms for over 20 years, he joined Bocconi University where he teaches at the Master in Economics and Tourism and is Research Fellow at the Dondeca Centre for Research on Social Dynamics and Public Policy. He is also visiting professor at the Tomsk Polytechnic University (Tomsk, Russia). Rodolfo actively researches on the use of information technologies in tourism and on quantitative complex network analysis methods for the study of tourism destinations. For his contributions in 2017, he received the Hannes Werthner Lifetime Achievement Award from IFITT (International Federation for Information Technology and Travel & Tourism).

<https://www.iby.it/pers/index.htm>



**Marianna Sigala** is Professor in Tourism and Director of the Centre of Tourism & Leisure Management (CTLM) at the University of South Australia Business School. She is also an academic member of the CERM PI team of UniSA. Professor Sigala has a PhD from the University of Surrey as well as a Certificate of Advanced Academic Studies from the University of Strathclyde and an MSc in Tourism Management from the University of Surrey. Professor Sigala is a widely published authority in the area of Service Management and Information and Communication Technology (ICT) applications in Tourism and Hospitality counting numerous journal papers and books. She is the editor-in-chief of the Journal of Hospitality & Tourism Management and the co-editor of Journal of Service Theory & Practice. In 2016, Prof Sigala received the EuroCHRIE Presidents' Award in recognition of her lifetime recognitions to tourism and hospitality education and research.

<http://people.unisa.edu.au/marianna.sigala>

