PhD course in Spring 2024
– 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 behavior 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 2024.

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)
- Epistemological foundations of management sciences and ontological critique (e.g., post-mechanist economic thinking, transformative leadership)

The PhD course is offered in **English**.

The course syllabus is available at
https://www.miun.se/medarbetare/forskning/forskarutbildning/forskarstuderande/

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

- **May 2024 (at Campus): 15, 16 and 17 May**
- **May 2024 (at Campus): 21, 23 and 24 May**

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/Personal/f/matthiasfuchs/**
Email: **matthias.fuchs [at] miun.se**

Deadline to register is **12 April 2024**

Matthias Fuchs, Ph.D., is a Full Professor of Tourism Studies at Mid Sweden University, Östersund, Sweden. His research interests include e-tourism (e.g., business intelligence and data mining applications in tourism, online auctions), customer-based destination brand equity modelling, socio-economic impact analysis and critical epistemology. Matthias serves the editorial board of the Journal of Travel Research, the Annals of Tourism Research, the Journal of Hospitality & Tourism Management and Tourism Analysis. Matthias is also an associate editor of the Journal of Information Technology & Tourism. A number of his co-authored articles have received the Best Paper award at international conferences. Matthias has been the research track chair of the conference ENTER@Helsingborg, 2012 and the overall chair of the conference ENTER@Jöngköping, 2018. He was a board member of the International Federation for IT and Travel & Tourism (IFITT) during the period 2014 - 2018. Matthias holds a PhD in Business Administration from Innsbruck University, Austria.
https://www.miun.se/Personal/f/matthiasfuchs/
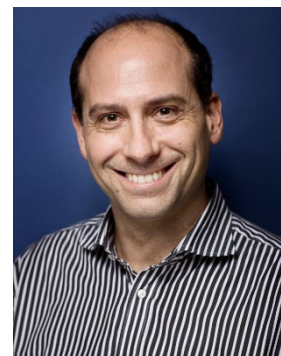
Wolfram Höpken is professor for Business Informatics at the University of Applied Sciences Ravensburg-Weingarten and director of the Institute for Digital Transformation. His research fields are business intelligence and data mining, semantic web & interoperability and ICT systems in Tourism. He has been involved in several research projects in the area of semantic web and seamless data interchange in tourism (EU- projects Harmonise, Harmo-TEN, Euromuse, HarmoSearch) as well as in the area of knowledge discovery and management within tourism destinations. Wolfram has been vice-president, commercial director and member of the management board of IFITT for more than 15 years. He has been research track chair of the ENTER conference 2009 and overall chair of ENTER 2014. He has chaired the CEN/ISSS workshop eTOUR dealing with harmonization in the field of tourism. Wolfram Höpken has published over 70 peer-reviewed articles and book chapters and is associate editor of the Journal of Information Technology & Tourism.
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 is in charge of the Technologies and Digital Strategies area at the Master in Economics and Tourism and is Research Fellow at the Dondena Centre for Research on Social Dynamics and Public Policy. He is also visiting professor at the Tomsk Polytechnic University (Tomsk, Russia). He has been involved in several international research projects. Presently Rodolfo actively researches and publishes 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
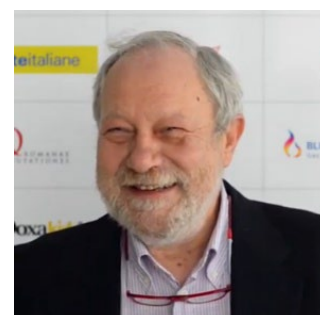
PhD course: Advances in Tourism Management (7.5 ETCS)

Prof. Matthias Fuchs

15.05.2024   9:00-12:30   14:00 -17:30 (at Campus)
- Building the tourism research contribution, principles of tourism management, advances in tourism marketing & management: advertising impact analysis, media-mix selection, forecasting & simulation
- Advances in destination marketing: Image-based tourist segmentation; destination brand equity modelling

16.05.2024   9:00-12:30   14:00-17.30 (at Campus)
- Asymmetric effects of customer satisfaction, advances in tourism benchmarking: Productivity concepts, efficiency differentials at tourism destinations, IT productivity paradox
- Advances in e-Tourism: Interdisciplinary foundations, social media & mobility paradigm, recommender systems, online auctions

17.05.2024   9:00-12:30   14:00-17:30 (at Campus)
- Big data & business Intelligence-based knowledge generation in tourism: explaining cancellation behavior, arrival prediction, search query analysis, sentiment analysis, Google Maps for tourism monitoring, Tourist place attachment & movement pattern analysis using FlickR data, Basics of Machine learning.
- Epistemological foundations of management science: Bad management theories destroying good management practices, Business ethics & transformative leadership

21.05.2024   9:00-13:00   14:00-17.30 (at Campus)
- Ontological paradigms of management science: Economics' hidden metaphysical prerequisites, post-mechanist economic theory, creativity & human freedom, life-style entrepreneurship, de-growth & circular economy

23.05.2024   9:00-13:00 – 14:00-17:30 (at Campus)
- Guest lecture Prof. Wolfram Höpken, University of Applied Science Weingarten-Ravensburg, Germany

    o Advanced Tourism Analytics I: Introduction to business intelligence & data mining; advanced analytics in tourism – Use Cases; theory and applied exercises on supervised machine learning (general approach, classification, estimation) & unsupervised machine learning (clustering, association rules)
    o Advanced Tourism Analytics II: Theory and applied exercises on supervised and unsupervised machine learning (part 2)

24.05.2024   9:00-13:00 – 14:00-17:30 (at Campus)
- Guest lecture Prof. Rodolfo Baggio, Bocconi University, Milan, Italy

    o 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
    o Complex adaptive tourism systems and destination networks II: Running the network analysis in tourism using the free Network Analysis Software: GEPHI ® (www.gephi.org)