

ANNOUNCEMENT

PhD course in the fall semester of 2021: *Advances in tourism consumer behavior* (7.5 ECTS)

Since 2009 the Department of Economics, Geography, Law and Tourism 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.

Consumer behaviour has a long tradition in tourism research with the terms travel behaviour or tourist behaviour typically used to describe this area of inquiry. However, research on consumer behaviour in tourism has been criticized in terms of limitations to advancing knowledge based on the pure application of standard concepts and measures from mainstream consumer behaviour literature (often from the marketing field). This course aims to offer students an in-depth understanding of key concepts in tourism consumer behaviour and discuss perspectives that address the fragmentation of tourism consumer behaviour as well as proposed future research agendas. Topics within the course relate to concepts, contexts and influencing factors and include aspects such as motivation, decision making and buyer behavior, behaviour and practices, ethical issues, experiences, behavioural outcomes, digitalization, sustainability, and to some extent methodologies.

We are happy to invite you to this PhD course, entitled *Advances in tourism consumer behaviour*, which is offered to post-graduate students in the fall semester of 2021.

The PhD course is offered in English. Information about the course and a link to the course syllabus is available at www.miun.se/forskarstuderande

The course is offered in two blocks and takes place at the Department of Economics, Geography, Law and Tourism at Mid Sweden University (Campus Östersund, Sweden), if the current pandemic situation will allow, and is scheduled for:

- 17th-23rd of November 2021
- 12-13th of January 2022

If for reasons related to pandemic restrictions the format of the course needs to be adapted to online, information about this will be published here www.miun.se/forskarstuderande.

In order to register for the course please contact maria.evans@miun.se. Deadline to register is 1st of November 2021.

For further information about the course schedule and content, please contact the course coordinator, Associate professor Maria Lexhagen maria.lexhagen@miun.se. Course participants are responsible for their own costs of travel, accommodation and lunches/dinners.