
Emerging Tourism Markets

Academic course



Level of course unit: Master

ECTS: 3

Language of Instruction: English

Course Dates: tbd

Course will take place on site at the MCI in Innsbruck

Learning Outcomes:

This course introduces students to emerging tourism markets and destinations to generate an in-depth understanding of their characteristics, trends and challenges. A special focus is put on identifying nations, which experience economic growth, such as the BRICS countries & ASEAN, and discussing the role they play in shaping the tourism markets of today and tomorrow.

Students will:

- Develop an understanding of current trends and changes in international tourism markets and destinations.
- Analyze the importance of socio-cultural factors within this context and identify potential challenges for emerging tourism markets and destinations.
- Critically discuss ways of how the tourism industry and its different stakeholders deal with the challenges identified.
- Identify and critique industry responses to the changing characteristics of tourists.

Course Contents:

- Development and marketing of new source and target markets in tourism
- Analysis of worldwide travel behavior and growth markets

- Comparison of international figures/data/facts of tourist destinations and marketing of destinations in a global world

Contact Person for registration:

internationalcentre@ulyssseus.eu

Application Deadline: 31.08.2022

Available Spots: 3

Fee: EUR 20, 70 (Austrian Students' Union Fee)




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