
eTourism Business Models

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:

Understanding tourism and destination marketing through lessons of the past and a vision and methodology for the future. The students are familiar with the specifics of tourism enterprises in relation to e-tourism, are able to understand the developments and changes resulting from the integration of information and communication technologies, are familiar with new IT-supported business models for the tourism industry, the application of e.g. GDS (global distribution systems) and concepts for interactive "e-destinations". An additional focus is on business models and integrated distribution concepts.

Contact Person for registration:

internationalcentre@ulyssseus.eu

Application Deadline: 31.08.2022

Available Spots: 3

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




The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101004050. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission