
International Tourism

Academic course



Level of course unit: Master

ECTS: 3

Language of Instruction: English

Course Dates: 05.-07.10.2022, written project work
Virtual study tour; MCI in Innsbruck

Learning Outcomes:

During this course you will:

- acquire sound and practical knowledge on current issues in international tourism
- meet, discuss with and learn from international practitioners and researchers
- have the opportunity to critically discuss and evaluate opportunities and challenges in international tourism development
- apply theoretical findings to problem statements from the industry
- deepen your reflection and communication skills by elaborating relevant information and key findings in an e-portfolio.

Course Contents

– An important aspect of the Master's program "Entrepreneurship & Tourism" is its close relation to the national and international tourism industry. The goal of this course is to give you the opportunity to learn from selected destinations, tourism organizations and companies from all over the world and at different stages of tourism development. This online course will furthermore give you access to our network with the international tourism industry.

This course would usually be covered by our International Study Program, aka our "Study Tour". We therefore have

chosen a “Best of” destinations and speakers from around the globe to cover the following topics that we consider essential to understand international tourism development and current challenges:

- Airline Business and Development
- International Mountain Tourism
- Intercultural Aspects of Tourism: host-guest relationships, encounters of “western” and “eastern” cultures
- Sustainable tourism development

Contact Person for registration:

internationalcentre@ulyssseus.eu

Application Deadline: 02.09.2022

Available Spots: 3

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




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