

Courses in English Course Description

Department	14 Tourism
Course title	Destination Marketing in the Age of Technology
Course number	
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	To examine and evaluate destination marketing in the digital age focusing on social media, AI, and
Prerequisites	
Recommended reading	Articles, reports and case studies will be available on Moodle
Teaching methods	Seminar, student led-discussions and small workshops
Assessment methods	Research report(case study) 50% Oral presentation and workshop 50%
Language of instruction	English
Name of lecturer	Dr Olga Junek
Email	olga.junek@vu.edu.au and ojunek@hm.edu
Link	
Course content	Topics will include: Understanding Destination Marketing(DM) Destination Marketing - the Historical Shift UN Creative Cities Network (UNCCN)- Case Study Guidelines Technology and the visitor(AI, AR, VR, smart tech) Socially mediated experiences- social media in destination marketing Relationships and partnerships in DM Artificial Intelligence and AI Experiential marketing Improved Destination Marketing and personalisation
Remarks	