

INDICATIVE TOPICS FOR DISSERTATION PAPER

BUSINESS MANAGEMENT IN TOURISM AND AVIATION MASTER PROGRAM

Academic year 2019 - 2020

DESIGN AND MANAGEMENT OF TOURIST DESTINATIONS

1. The role of internet and social media in the development and promotion of a tourist destination
2. The management of restoring and rebranding of a destination in crises. The case of...

DIGITAL MARKETING STRATEGIES FOR TOURISM BUSINESS

1. Managing the digital marketing transformation. A case study of...
2. The impact of digital media/technology/ digital transformation on the marketing mix/ strategy/activity of organization. A case study of...
3. Digital marketing strategy. A case study of...
4. Integrating digital media channels within the marketing communication strategy. A case study of...
5. Digital marketing campaign planning. A case study of...
6. Evaluation and improvement of digital channel performance for the organization/ product/ brand. A case study of...
7. The e-mail marketing/Search Engine Marketing/online PR/online partnerships strategy for organization. A case study of...

HUMAN CAPITAL IN TOURISM AND AVIATION

1. Major trends in the human capital market - international perspective
2. Particularities and challenges of human capital in tourism and aviation

LUXURY PRODUCTS AND SERVICES IN TOURISM

1. How to develop as a luxury destination;
2. Perception and attitude toward luxury tourism in among tourists;
3. The impact of luxury tourism on consumer behavior (at a global/regional level);
4. Investigating expectations of luxury hotels. Study case.....;
5. Trends in motivating the employees in luxury resorts/restaurants;
6. Examining the way technology and social habits influence Millennials buying behavior of tourism luxury products/services.

RESPONSIBLE TOURISM AND AVIATION

1. Impacts of tourism activities (environmental, socio-cultural, economics) in a tourist destination
2. Planning and implementing responsible tourism in a destination

TRAVEL AND TOURISM CONSULTANT

1. Developing selling skills in Travel and Tourism Industry
 2. Providing customized experiences to frequent travelers using master complex ticketing entries
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