



WINTER RESORT MANAGEMENT – Current Trends & Issues

# 3<sup>rd</sup> KUFSTEIN WINTER SCHOOL 2011

January 30 - February 04 2011 | Kufstein | Austria

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Changing tourism and leisure consumer behavior requires current and prospective adaptation of management strategies. Top-ranking scientists and practitioners as well as participants from all over the world will analyze and discuss trends and issues in winter resort & destination management. In addition, the 3<sup>rd</sup> Kufstein Winter School offers a variety of side events including a visit to the ski production company "Kneissl Tirol GmbH", night-skiing as well as a guided ski-tour.

Leading academics and sports managers have confirmed their participation (a.o.): Dr. John Beech (Head of Sport and Tourism at the Applied Research Centre for Sustainable Regeneration, Coventry University/UK), Dr. Russell Holden (Director In the Zone Sport and Politics Consultancy/UK), Mag. Werner Margreiter (Sports Director Innsbruck 2012 YOG & President Tyrolean Skiing Federation/AUT).

Language: English. Target-group: Graduate students of sport and/or leisure management as well as business administration. Open to interested students of other fields of study. Fee: Euro 199 (including conference papers, snacks, coffee, ski tickets, side events). Number of participants is limited!

Application deadline: 30<sup>th</sup> November. For further information please contact: [winterschool@fh-kufstein.ac.at](mailto:winterschool@fh-kufstein.ac.at) | [www.fh-kufstein.ac.at](http://www.fh-kufstein.ac.at)

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