

We are glad to announce a funded PhD project opportunity from the University of Cumbria and Cumbria Tourism.

About the project:

Cumbria Tourism's mission is to create a world class visitor experience through effective marketing, proactive sustainable tourism development and relevant industry services.

The Research Aim is to develop a digital platform which will enable the use of sector-based algorithms to allow Cumbria Tourism to more accurately study, profile and predict customer behaviour with the intention of enhancing their offer to new existing and existing members.

Application details:

Applications from UK/EU students only

To apply, email the below documents to: rsa@cumbria.ac.uk

- Application Form
- PhD Research Proposal
- PDF scanned copies of certificates & transcripts (list of degree module grades achieved) for all completed undergraduate & postgraduate degrees

Application deadline: **Midnight on Sunday 19th December 2021**

Interview Date: To be agreed (online interviews may be arranged)

Start: Earliest start date Monday 17th January 2022, to be confirmed with the successful candidate

Contact:

If you are interested or know someone who may be interested in applying for the PhD, please contact:

demos.parapanos@cumbria.ac.uk

sarah.allison@cumbria.ac.uk

Registration link:

<https://www.findaphd.com/phds/project/developing-an-innovative-digital-solution-enabling-a-deeper-understanding-of-visitor-behaviour/?p134536>



Developing an innovative digital solution enabling a deeper understanding of visitor behaviour at University of Cumbria on [FindAPhD.com](https://www.findaphd.com)

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www.findaphd.com

Thank you very much,

Demos Parapanos
Lecturer in Tourism Management
University of Cumbria