

## Prof. Dr. Wolfgang Arlt

Prof. Arlt is the founder and director of COTRI China Outbound Tourism Research Institute he established in 2004 with offices in Hamburg/Germany and Beijing/China. COTRI is the leader of market research and product and strategy development consultancy project for leading international companies and organizations.

Prof Arlt's professional career has been closely linked to China from the very beginning when he studied at Fu-Jen University in Hsinchu/Taiwan (1977) and at the Chinese University of Hong Kong (1980/81). He holds a M.A. in Sinology (1985) and PhD in Political Sciences (2002) from FU Berlin.

After finishing his studies Prof Arlt has gathered a lot of work experience as publisher, journalist, consultant, organizer of fairs and exhibitions and as owner of outbound and inbound tour operator companies (offices in Berlin and Beijing from 1992-1999), all in connection with China, tourism and transportation. From 2002-2008 he worked as Profesor at the University of Applied Sciences Stralsund, Germany. Since 2008 he is Professor at West Coast University of Applied Sciences Germany, where he teaches in the Bachelor and Master Programme "International Tourism Management". Furthermore he is Supervisor of Bachelor and Master Theses at West Coast University, member of the supervisor team of PhD Theses at different universities including KU Eichstaett (Germany), Middlesborough University (UK) and the University of Girona (Spain).

During the last 25 years he has been invited as a renowned keynote speaker around the world and was involved in the organization of international Conferences.

## Kontaktdaten

### Prof. Dr. Wolfgang Arlt

Director  
COTRI China Outbound Tourism Research Institute



## Veranstaltung

### [Online Marketing: Tipps zur Gewinnung chinesischer Outbound Touristen](#)

Mittwoch, 6. März 2019, 15.00 - 15.45 Uhr  
CityCube Berlin, Saal A1

### [Focus on China: Alibaba, Mobile Payment und die Zukunft des Quellmarktes China](#)

Official Partner Country ITB Berlin 2019



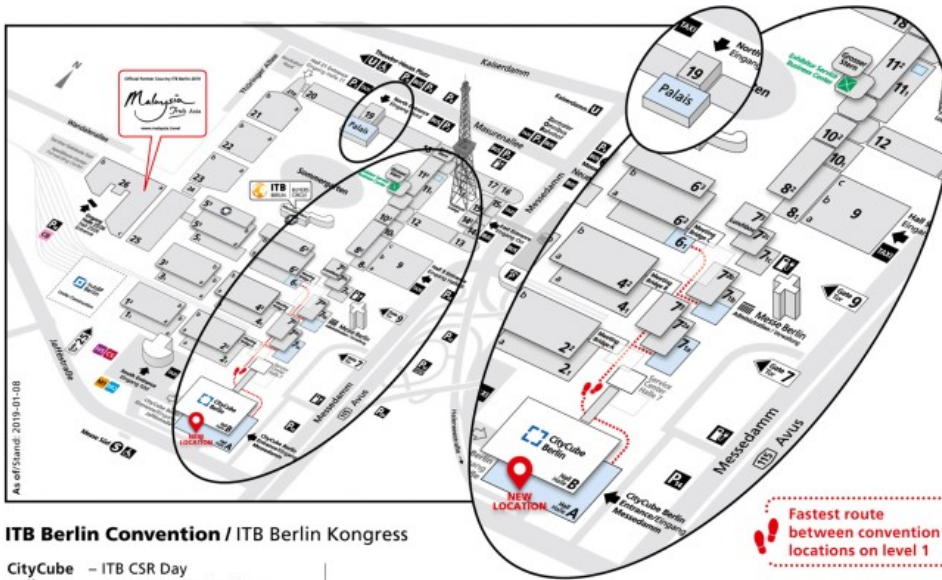
Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

Donnerstag, 7. März 2019, 14.00 - 14.45 Uhr  
CityCube Berlin, Cube Club



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A** **NEW LOCATION**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

Fragen zu Kongressinhalten/-organisation

**ITB Berlin Kongressbüro**  
c/o Multivisio GmbH  
Hanauer Landstraße 287  
60314 Frankfurt am Main

**Alexandra Saless**  
Freiberufliche Kongressmanagerin  
Telefon: +1 843 602-2720  
alexandra.saless@multivisio.de

Fragen an die Messe Berlin

**Lisa Klimke**  
Product Manager  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Telefon: +49 (0)30 / 3038 2167  
Telefax: +49 (0)30 / 3038 23113  
klimke@messe-berlin.de

Wissenschaftliche Leitung ITB Berlin Kongress

**Prof. Dr. Roland Conrady**  
Hochschule Worms  
Erenburgerstr. 19  
67549 Worms  
Telefon: +49 (0)6241 / 509 126  
conrady@hs-worms.de

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