



Event Details

Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

Date	Time	Location
March 5, 2020	12:45 - 13:15	Hall 7.1b, eTravel Lab

- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Tags

[Best Practice](#) [Marketing](#) [Sustainability](#) [Studies](#)

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

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