

Dr Markus Schuckert

Markus Schuckert is Professor and Director of the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration (HRT) at the University of New Orleans (UNO). As researcher, Dr. Schuckert is a specialist for digital marketing, travel technology and strategic management in tourism and hospitality. He contributes to top journals in the field, international conferences, industry meetings, and by editing books for education and practitioners. As an educator, Dr. Schuckert Markus delivers related subjects at UNO and partnering business schools around the world. He is directing the Executive Master in Hospitality and Tourism at UNO, integrating new methods and techniques into courses and seminars on-campus and online.

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