



Dr. Alexander Schuler

Dr. Alexander Schuler grew up in the rural area of Lower Saxony in a gastronomy family. He studied Economic and Social Geography, Sociology and Environmental Sciences at the University of Potsdam and earned his doctorate in Economics on the subject of "Management of Education and Change of Destinations" at Leuphana University Lüneburg. Before joining BTE, he and his business partner Jan Specht founded a consulting company at the interface of tourism in Dresden, which they successfully managed for five years.

As managing director of BTE and spokesman for the management, he now heads the Berlin office. Dr. Schuler is a lecturer at various universities, a lecturer and a trained moderator (conflict, team, process moderation and organisational change). As founder, consultant and moderator in Berlin, he has been successfully supporting companies, towns, regions and countries in their tourism development nationally and internationally for many years.

Contact data

Dr. Alexander Schuler

Managing Director

BTE Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB



Event

[How Digital Are German Destinations?](#)

Wednesday, March 4, 2020, 16.00 - 16.30

Hall 6.1, eTravel Stage

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.