



BIRGIT PIKKEMAAT

Google Scholar:

<https://scholar.google.com/citations?user=8PtZsvwAAAAJ&hl=en>

Research Gate:

<https://www.researchgate.net/profile/Birgit-Pikkemaat>

Personal details

Date and place of birth: 1 October 1967 in Bregenz/Vorarlberg, Austria
Marital status: married, two children Laurenz (11.1.2000) and Olivia (3.6.2004)
Nationality: Austrian
Command of languages: German, English, Italian (Basics)
Position: Assistant University Professor, Department of Strategic Management, Marketing and Tourism, SMES and Tourism, University of Innsbruck, Austria,
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Education and employment

Since 2023	ao. Univ.-Prof. Institute for Strategic Management, Marketing and Tourism, University of Innsbruck
2023	Finalized cumulative habilitation
2016-2023	Ass.-Prof., Institute for Strategic Management, Marketing and Tourism
2011	Examination and appointment for legalized Court Experts (for destination destination development and market research in tourism)
2010	Concession for a Travel Agency
since 2008	CEO, Institute for innovative Tourism, Rum/Innsbruck
2006-2008	Ass.-Prof., Institute for Tourism and Service Economics, University of Innsbruck (sabbatical leave 2008-2016)
2006	Finalized tenured track as Ass.- Prof.
2000-2006	Senior Researcher at the Institute for Tourism and Service Economics, University of Innsbruck
1992-2000	Junior Researcher and Doctoral Studies at the Institute for Tourism and Service Economics, University of Innsbruck
1988-1992	Social Sciences Studies at the University of Innsbruck, Austria
1974-1986	Primary and Grammar School, Dornbirn, Austria

Memberships

since 2022	ttra_Travel and Tourism Research Association – seit 2022 https://ttra.com
since 2018	Young Science ambassador, oead (österreich akademischer Austauschdienst) https://youngscience.at/de/angebote/young-science-botschafter
since 2002	FZ Tourismus und Freizeit, Forschungszentrum Tourismus und Freizeit der Universität Innsbruck https://www.uibk.ac.at/forschung/profilbildung/forschungszentrum-tourismus-und-freizeit.html.de
since 2002	DGT_ Deutsche Gesellschaft für Tourismus - seit 2002 http://www.dgt.de/
since 2002	ICRET_ International Center for Research and Education in Tourism http://www.icret.com
2002-2016	Aiest_ International Association of Scientific Experts in https://www.aiest.org/home/

Advisory Board/Jury

2022	mid-level faculty representative, member of the appointments committee “BMK endowed professorship for active mobility: exercise in leisure time and everyday life”
since 2020	chair of the examinations of the Entrepreneurial Academy of the Austrian Hotel Association (ÖHV)
since 2013	Tourissimus, Austrian Society for Applied Research (ÖGAF), Vienna University of Economics and Business (jury member)
2011-2017	Wellness Cluster Tirol, Tirol location agency, Innsbruck (advisory board)
2017	Innovation million for tourism in Austria (jury member) Austrian Federal Ministry for Science, Economy and Research, Vienna
2011-2013	Lighthouse projects in tourism (jury member) Austrian Federal Ministry for Science, Economy and Research, Vienna
since 2013	ISCONTOUR (peer review), International Student Conference
since 2011	itb Wissenschaftspreis (peer review), Deutsche Gesellschaft für Tourismuswissenschaft
2011-2013	adventure X & Innovationassist (peer review), Standortagentur Tirol, Innsbruck

Expert reviews

since 2021	European Researcher's - Young Research Award, of the European Region Tyrol-South Tyrol-Trentino's Chambers of Commerce, Forum Alpbach
since 2020	Austrian Academic Exchange Service
since 2020	SOWI Prize for pre-scientific work
since 2018	Tyrolean Science Fund Center
since 2017	ISCONTOUR, International Student Conference
2012-2015	Adventure X innovation prize, Tyrol location agency

2011-2013	Innovation assistant, Tyrol location agency
Since 2011	itb Science Prize, German Society for Tourism Science
2011	Cooperation program, Tyrol location agency
2010-2011	Initiative program, Tyrol location agency

Current awards

2022	Best Paper award at the TMS Algarve 2022: Sustainability Challenges in Tourism, Hospitality and Management, Algarve, November, 16-18. (Eichelberger, S., Pikkemaat, B. (2022). Empirical insights into the environmentally sustainable attitude and behavioral intention of Generation Z)
2022	nominated for Best Paper Award at The INC 2022: Tourism, Hospitality & Events Innovation and Resilience during Uncertainty, Limassol, June 22-24. (Pikkemaat, B., Eichelberger, S., Spögler, N. & Chan, C.-S. (2022). Lockdown time well spent? COVID-19 as an opportunity for innovation in hospitality family business)
2022	Outstanding Paper - Literati Award 2022 von Emerald Publishing (Bichler, B.F., Pikkemaat, B. & Peters, M. (2021). Exploring the role of service quality, atmosphere and food for revisits in restaurants by using a e-mystery guest approach. Journal of Hospitality and Tourism Insights, 4(3) 351-369. https://doi.org/10.1108/JHTI-04-2020-0048 . C Journal nach ABDC – Journal Quality List.

Current organization of scientific events

Since 2022	Tourismus im Zentrum, Lecture series for better exchange between science and business at SOWI Innsbruck
April 2020	Co-organizer ttra European Conference “Smarter Destinations – Smarter Tourists”, April 27-29, Innsbruck
Dez 2019	Study Tour für Students of the Masters “Social Science in Sustainable Tourism”, Prof. Chan S.-C., Chinese University of Hongkong, December 12-13.
2019-2020	Organization oead Exchange Programme Austria – Poland: “Determinants of establishing and maintaining inter-organizational relationships in the tourism industry: a SME perspective”. Meeting Poznań, 23.01.2020; Meetings Innsbruck 5.12.2018 und 12.9.2019.
2018-2019	Organization oead Exchange Programm Austria – Slowenia „Tourism trends as stimuli for the degree of innovation in small and medium sized hotels“. Meetings Ljubljana, 26.4.2018; Meetings Innsbruck 13.7.2018 und 10.12.2019;
since 2017	Organization of the 2-day annual event of ICRET (International Center for Research and Education in Tourism)

Publications (h-index 26 on Sept, 19, 2023 see <https://scholar.google.com/citations>)

Double blind reviewed papers in journals

- Schönherr, S., Bichler, B. F., & Pikkemaat, B. (2023). Attitudes not set in stone: Existential crises changing residents' irritation. *Tourism Management*, 96, Ahead of print, 1-7. <https://doi.org/10.1016/j.tourman.2022.104708>.
- Schönherr, S., & Pikkemaat, B. (2023). Young peoples' environmentally sustainable tourism attitude and responsible behavioral intention. *Tourism Review*, Ahead of print, 1-14. <https://10.1108/TR-01-2023-0022>.
- Schönherr, S., Raich, F., Zehrer, A., & Pikkemaat, B. (2023). Exploring Generation Y's perception of family-run hotels: The perceived family firm image. *Journal of Vacation Marketing*, Ahead of print, 1-13. <https://doi.org/10.1177/13567667231178319>.
- Hetzenauer, K., Pikkemaat, B. & Albinson, P. (2022). Exploring strategies of small ski areas with different destination governance structures: A comparative case study. *Journal of Outdoor Recreation and Tourism*, 40, Ahead of print, 1-12, <https://doi.org/10.1016/j.jort.2022.100561>
- Yuan, Y., Chan, C.-S., Eichelberger, S., Ma, H. & Pikkemaat, B. (2022). The effect of social media on travel planning process by Chinese tourists: The way forward to tourism futures. *Journal of Tourism Futures*. Ahead of print. <https://doi.org/10.1108/JTF-04-2021-0094>.
- Chan, C.-S., Pikkemaat, B., Agapito, D., Zhou, Q. (2022): The connection between VFR experience based and sociocultural dimensions of international students and mainland Chinese students. *International Journal of Culture, Tourism and Hospitality Research*.
- Petry, T., Pikkemaat, B., Chan, C. S., & Scholl-Grissemann, U. (2022). Understanding students as hosts: moving beyond sightseeing. *International Journal of Culture, Tourism and Hospitality Research*.
- Mayer, M., Bichler, B. F., Pikkemaat, B., & Peters, M. (2021). Media discourses about a superspreader destination: How mismanagement of Covid-19 triggers debates about sustainability and geopolitics. *Annals of Tourism Research*, 91, 103278.
- Eichelberger, S., Heigl, M., Peters, M., & Pikkemaat, B. (2021). Exploring the Role of Tourists: Responsible Behavior Triggered by the COVID-19 Pandemic. *Sustainability*, 13(11), 5774.
- Bichler, B.; Pikkemaat, B. (2021): Winter sports tourism to urban destinations: Identifying potential and comparing motivational differences across skier groups. In: *Journal of Outdoor Recreation and Tourism* 36, No. 100420.
- Jiang, Q., Chan, C. S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2021). Sentiment analysis of online destination image of Hong Kong held by mainland Chinese tourists. *Current Issues in Tourism*, 1-22.
- Bichler, B. F., Pikkemaat, B., & Peters, M. (2020). Exploring the role of service quality, atmosphere and food for revisits in restaurants by using a e-mystery guest approach. *Journal of Hospitality and Tourism Insights*, 4(3) 351-369. [10.1108/JHTI-04-2020-0048](https://doi.org/10.1108/JHTI-04-2020-0048).
- Eichelberger, S., Peters, M., Pikkemaat, B., & Chan, C. S. (2020). Entrepreneurial ecosystems in smart cities for tourism development: From stakeholder perceptions to regional tourism policy implications. *Journal of Hospitality and Tourism Management*, 45, 319-329. [10.1016/j.jhtm.2020.06.011](https://doi.org/10.1016/j.jhtm.2020.06.011)

- Pikkemaat, B., Bichler, B. F., & Peters, M. (2020). Exploring the crowding-satisfaction relationship of skiers: the role of social behavior and experiences. *Journal of Travel & Tourism Marketing*, 37(879), 902-916.
- Pikkemaat, B. Bichler, B. Peters, M. (2019). Innovation research in tourism: Research streams and actions for the future. *Journal of Hospitality and Tourism Management*, Vol. 41 (December), 184-196.
- Chan, C.-S., Peters, M., Pikkemaat, B. (2019). Investigating visitors' perception of smart city dimensions for city branding in Hong Kong. *International Journal of Tourism Cities*, Vol. 5(4), 620-638.
- Pikkemaat, B., Peters, M., Chan C.-S. (2018). Needs, Drivers and Barriers of Innovation – The case of an alpine community-model destination. *Tourism Management Perspectives*, Vol. 25(1), 53-63.
- Pikkemaat, B., Zehrer, A. (2016). Innovation and service experiences in small tourism family firms. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 10 (4), 343-360.
- Griseemann, U.S., Pikkemaat, B., Weger, C. (2013). Antecedents of innovation activity in tourism: An empirical investigation of the Alpine hospitality industry. *Tourism: An interdisciplinary Journal*, Vol. 61(1), 7-27.
- Pikkemaat, B. (2008). Innovation in small and medium-sized tourism enterprises in Tyrol, Austria. *International Journal of Entrepreneurship and Innovation*, Vol. 9 (3), 187-197.
- Pikkemaat, B., Schuckert, M. (2007). Critical Success Factors of Theme Parks – An exploration study. *Tourism: An International Interdisciplinary Journal*, Vol. 55 (2), 197-208.
- Pikkemaat, B., Weiermair, K. (2007). Innovation in destination through cooperation: First results of an empirical study in Austria. *Anatolia: An International Journal of Hospitality and Tourism Research*, Vol. 18 (1), 67-84.
- Pikkemaat, B., Peters, M. (2005). Towards the measurement of innovation – A pilot study in the small and medium sized tourism industry. *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 6 (3/4), 89-112.
- Peters, M., Pikkemaat, B. (2005). The Management of City Events - The Case of 'Bergsilvester' in Innsbruck, Austria. *Event Management*, Vol. 9, 147-153.
- Peters, M., Pikkemaat, B. (2005). Crisis management in Alpine winter sports resorts – The 1999 avalanche disaster in Tyrol. *Journal of Travel and Tourism Marketing*, Vol. 19 (2/3), 9-21.
- Pikkemaat, B. (2004). The Measurement of Destination Image: The case of Austria. *The Poznan University of Economics Review*, Vol. 4 (1), 87-102.
- Pikkemaat B., Weiermair K. (2001). The Importance of Cultural Distance in the Perception of Evaluation of Service Quality. *Journal of Quality Assurance in Hospitality & Tourism*, 2(1/2), 69-87.
- Mäser B., Weiermair K. (1998). Travel Decision-Making: from the Vintage Point of Perceived Risk and Information Preferences. *Journal of Travel and Tourism Marketing*, 7(4), 107-121.
- Weiermair K., Mäser B. (1996). Information and information search behaviour of tourists: A cursory review of the literature, preliminary empirical tests and further research questions. *The Tourist Review*, 3, 4-23.

Book contributions

- Pikkemaat, B., Bichler, B. (2024). Offene Innovationssysteme in Community-Model Destinationen. In Schmude, J.; Freytag, T., Bandi, M. (Hrsg.), *Handbuch Tourismuswissenschaft* (accepted, forthcoming 2024)
- Pikkemaat, B., Bichler, B. (2024). Accelerating innovation in tourism: Living labs as a way forward. In Lew, A. A., Hall, M.C., Williams, A.M. (eds.), *The Wiley Blackwell Companion to Tourism*, John Wiley & Sons, Ltd. (accepted, forthcoming 2024)
- Peters, M., Eichlberger, S. & Pikkemaat, B. (2021). Adaption Strategies of Destinations in Response to the COVID-19 pandemic: Case studies demonstrating the need to change. In Callot, P. (ed.), *Tourism post COVID-19: coping, negotiation, leading change* (133-146). Wien: Tourist Research Association.
- Pikkemaat, B. (2021). Innovation in tourism destinations. In Correia, A., & Dolnicar, S. (eds.). *Women's voices in tourism research. Contributions to knowledge, and letters to future generations* (348-351). Brisbane: University of Queensland.
- Pikkemaat, B. (2021). Letter. In Correia, A., & Dolnicar, S. (eds.). *Women's voices in tourism research. Contributions to knowledge, and letters to future generations* (615-617). Brisbane: University of Queensland.
- Bichler, B., Pikkemaat, B., Peters, M. (2019). Analogisierung als Folge zunehmender Digitalisierung im Tourismus. In Bieger, T., Beritelli, P., Laesser, Ch. (Hrsg.), *Neue Technologien und Kommunikation im alpinen Tourismus* (85-98), *Schweizer Jahrbuch für Tourismus 2018/2019*, St. Galler Schriften für Tourismus und Verkehr. Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Peters, M., Tschol, C. (2017). Stellenwert und Nutzung sozialer Netzwerke in einer alpinen Destination. In Landvogt, M., Brysch, A., Gardini, M. (Hrsg.) *Tourismus –E-Tourismus-M-Tourismus* (113-127). Erich Schmidt Verlag: Berlin.
- Pikkemaat, B. (2017). Vernetzungspotential des Tourismus mit anderen Branchen – Ergebnisse einer Pilotstudie in der Region Tirol. In Bieger, T., Beritelli, P., Laesser, C. (Hrsg.), *Markt- und Branchenentwicklung im alpinen Tourismus*, *Schweizer Jahrbuch für Tourismuswirtschaft 2016/2017*, St. Galler Schriften für Tourismus und Verkehr. Erich Schmidt Verlag: Berlin.
- Pikkemaat, B. (2016). Der Wald als Potenzial der touristischen Produktentwicklung. In Arnberger, A., Grieshofer, A., Embacher, H., Pikkemaat, B., Preier, B., Ramskogler, K., Sekot, W., Stock, W., Wibmer, D., Weinberger, W. (Hrsg.), *Destination Wald – Das Handbuch zur Entwicklung forsttouristischer Angebote* (35-45). Bundesforschungszentrum für Wald: Wien.
- Pikkemaat, B., Peters, M. (2016). Nachfolgeplanung und –management in der Hotellerie. In Bieger, T., Beritelli, P., Laesser, C. (Hrsg.), *Gesellschaftlicher Wandel als Herausforderung im alpinen Tourismus* (187-200). Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Peters, M. (2015). Open innovation – A chance for the innovation management of tourism destinations? In Egger, R., Gula, I., Walcher, D. (Hrsg.), *Open Tourism – Open Innovation, Crowdsourcing and Collaborative Consumption challenging the Tourism Industry* (153-169). Springer: Heidelberg, New York Dordrecht London.

- Peters, M., Pikkemaat, B. (2015). Innotour: An Innovation in Tourism Policy. In Pechlaner, H., Smeral, E. (Hrsg.), *Tourism and Leisure – Current Issues and Perspectives of Development* (51-64). Springer Gabler: Wiesbaden.
- Zehrer, A., Peters, M., Pikkemaat, B., Müllauer, C. (2014). Herausforderungen interkultureller Führung in der Hotellerie. In Hartmann, R., Herle, F. (Hrsg). *Interkulturelles Management in Freizeit und Tourismus* (165-176). Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Peters, M. (2014). Innovationsförderungen im Tourismus – Herausforderungen für die Politik? In Conrady, R., Ruetz, D. (Hrsg), *Tourismus und Politik – Schnittstellen und Synergiepotentiale* (27-41). Erich Schmidt Verlag: Berlin.
- Pikkemaat B., Weiermair K. (2009) Dienstleistungsinnovationen durch neue Formen der Kundenintegration bei touristischen Dienstleistungen. In: Bruhn M., Stauss B. (eds) *Kundenintegration*. Gabler
- Pikkemaat, B. (2008). Revealing customer traveler preferences – Qualitative results from Austria, in: Golembki, G. (Hrsg.), *Entrepreneurship and Quality in tourism in light of Polish and International Research* (72-85), Akademia Ekonomiczna W Poznaniu: Poznan.
- Pikkemaat, B., Müller, S. (2007). Consumer Changes in Secular Behavior. From the old to the new tourism, In Kronenberg, C., Müller, S., Peters, M., Pikkemaat, B., Weiermair, K. (Hrsg.), *Managing Change in Tourism* (69-81). Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Holzapfel, E. (2007). Innovationsverhalten touristischer Unternehmer: Triebkräfte und Hemmnisse. In Egger, R., Herdin. T. (Hrsg.), *Tourismus Herausforderung Zukunft* (241-258). LIT Verlag: Wien.
- Pikkemaat, B., Peters, M. (2006). Market Information: A Key Success Factor for New Product Development Processes in Tourism. In Weiermair, K., Brunner-Sperdin, A. (eds.), *Erlebnisszenierung im Tourismus* (81-96), Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Walder, B (2006). Innovationsmessung in touristischen Destinationen: Modellierung und Anwendung. In Bachleitner, R., Egger, R., Herdin T. (eds.). *Innovationen in der Tourismusforschung - methodische und methodologische Aspekte* (113-139), LIT: Hamburg.
- Pikkemaat, B., Schuckert, M. (2006) The "New Customer" in the Experience Economy - Implications for the Management of Theme Parks with an Edutainment Focus. In: Weiermair, K., Pechlaner, H., Bieger, T. (Eds.) (233-247) *Time Shift, Leisure and Tourism*, Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Weiermair, K. (2006). Wellness als Megatrend? In Krczal, A., Weiermair, K. (eds.), *Wellness und Produktentwicklung*, (13-24), Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Pfeil, S. (2006). Knowledge Management as Precursor for Innovation in Tourism - The case of Family Nests in Tyrol. In Walder, B., Weiermair, K., Sancho Perez, A. (eds.), *Innovation and Product Development in Tourism* (121-137), Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Peters, M., Schoppitsch, K. (2006). Erfolgsfaktoren von Erlebniswelten. In Reuber, P., Schnell, P. (eds.), *Postmoderne Freizeitstile und Freizeiträume* (159-180), Erich Schmidt: Berlin.
- Pikkemaat, B., Weiermair, K (2005). Can Destinations Create Customer Value through Innovation? In Keller, P., Bieger, T. (eds.), *Innovation in Tourism – Creating Customer Value* (213-228), AIEST (Vol. 47): St. Gallen.

- Pikkemaat, B. (2005). Zur Empirischen Erforschung von Innovationen im Tourismus. In Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds), Erfolg durch Innovation (87-102), Gabler: Wiesbaden.
- Pikkemaat, B., Peters, M. (2005). Alpine Katastrophen als Impuls für Innovationen im Tourismus, In Pechlaner, H., Glaeßer, D. (eds.), Risiko und Gefahr im Tourismus – Erfolgreicher Umgang mit Krisen und Strukturumbrüchen (323-336), Erich Schmidt: Berlin.
- Pikkemaat, B. (2004). Einflussfaktoren der Qualitätswahrnehmung und –beurteilung im Tourismus. In Weiermair, K., Pikkemaat, B., (eds.), Qualitätszeichen im Tourismus (95-112), Erich Schmidt Verlag: Berlin.
- Pikkemaat, B. (2004). Der Wert der Sicherheit in alpinen Destinationen – aus Kunden- und Anbietersicht. In Hinterhuber, H., Pechlaner, H., Matzler, K., Kaiser M.-O. (eds.), Kundenwertmanagement (299-316), Erich Schmidt: Berlin.
- Frehse, J., Peters, M., Pikkemaat, B. (2004). The future of destination image analyses: Implications of a city image research. In Ivanovic, Z. (ed.), Tourism & Hospitality Industry 2004: new trends in tourism and hospitality management (323-338), Opatija, Croatia: Faculty of Tourism and Hospitality Management.
- Holderna-Mielcarek, B., Pikkemaat, B. (2004). Różnicowanie miejsca recepcji turystycznej poprzez image - Polso-austriackie stadium przypadku (Differentiation of tourism destinations through image – Polish-Austrian case study). In Przemysław Deszczyński (eds.), Globalizacja Gospodarki (Globalisierung der Wirtschaft) (193-208), Zeszyty Naukowe, 44: Poznan.
- Pikkemaat, B., Weiermair, K. (2004). Zur Problematik der Messung von Innovationen bei komplexen, vernetzten Dienstleistungen – dargestellt am Beispiel der touristischen Dienstleistung. In Stauss, B., Bruhn, M. (eds.), Jahrbuch Dienstleistungsmanagement 2004 – Dienstleistungsinnovationen (359-379), Gabler: Wiesbaden.
- Fuchs, M., Pikkemaat, B. (2004). Tourismus ohne Industrie – Industrie ohne Tourismus? Überlegungen zum Wirtschaftsstandort Tirol. In Schwark, J. (ed.). Tourismus und Industriekultur – Vermarktung von Technik und Arbeit (87-118), Erich Schmidt Verlag: Berlin.
- Pikkemaat, B., Weiermair, K. (2003). The Aesthetic (Design) Orientated Customer in Tourism - Implications for Product Development. In Hustad, T. P., Karlsson, C. (eds.), EIASM 10th International Product Development Management Conference (825-839), EIASM: Brussels.
- Peters, M., Pikkemaat, B. (2003). Sports and more: A students' image analysis of the city of Innsbruck. In Keller, P., Bieger, T. (eds.), Sport and Tourism (155-173), AIAEST (Vol. 45): St. Gallen.
- Pikkemaat, B., Weiermair K. (2003). Safety and Security Issues – From a Tourist Destination Perspective. In Weber, S., Tomljenovic, R. (eds.), Reinventing a Tourism Destination (271-281), Scientific Edition Institute for Tourism: Zagreb.
- Pikkemaat, B. (2001). Vom Alten zum Neuen Kunden: Dienstleistungsqualität – gestern und heute. In Weiermair, K., Peters, M., Reiger, E. (eds.). Vom alten zum neuen Tourismus (17-25), Studia: Innsbruck.
- Pikkemaat, B. (1999). Los fenómenos de saturación y substitución: desarrollo de productos en el turismo alpino en un momento de madurez del mercado. In WTO (eds.) 1er congreso

mundial de turismo de nieve y deportes de invierno (143-166), Organización Mundial del Turismo: Madrid.

Peters M., Pikkemaat B., Weiermair K. (1999). Wissensmanagement in Tourismusorganisationen: Die Rolle der Tourismuspolitik. In Keller P., Bieger T. (eds.), Zukunftsorientierte Tourismuspolitik: ein Beitrag zur strategischen Entwicklung von Standorten (283-307), AIAEST (Vol. 41): St. Gallen.

Kneisl, P. M., Mäser, B. (1997). Alpine winter sport resorts: travel motivations and dimensions of service quality. In Müller, H., Schwameder, H., Kornexel, E., Raschner, C. (Eds.), Science and Skiing (610-620), E&FN Spon: London.

Mäser, B. (1996). Information und Informationsverhalten von Touristen. In Weiermair, K., Peters, M., Schipflinger, M. (eds.), Alpine Tourism, Sustainability: Reconsidered and Redesigned (324-335), Studia: Innsbruck

Mäser, B. (1995). Sviluppo del turismo nelle regioni alpine: quo vadis? In Istituto Trentino di Cultura (ed.), Il turismo alpino che cambio (71-91), Esperienze europee a confronto, Trentino.

Contributed and refereed Papers to Conferences

Pikkemaat, B., Schönherr, S. (2023). Human Resource Management of small family-run hotels – empirical insights from Austria. Asia Pacific Tourism Association, Chiang Mai, 06.07.2023.

Pikkemaat, B., Schönherr, S., Peters, M. (2023). Empirical insights into how crises affect family- and business systems in small family-run hotels. MTCON 2023: Managing Tourism across Borders, Istanbul, 16.03.2023.

Pikkemaat, B., Eichelberger, S., Spögler, N., Chan, C.-S. (2022). Lockdown time well spent? COVID-19 as an opportunity for innovation in hospitality family business. The INC 2022: Tourism, Hospitality & Events Innovation and Resilience during Uncertainty, Limassol, 23.06.2022.

Pikkemaat, B., Schönherr, S. (2022). Empirical insights into the environmentally sustainable attitude and responsible behavioral intention in tourism of Generation Z. TMS Algarve 2022 - Tourism and Management Studies, Faro, Algarve, 17.11.2022.

Eichelberger, S., Pikkemaat, B., Peters, M. (2022). Empirical insights into innovation practices as crises response of ski destinations after the first lockdown of the COVID-19 pandemic. 52nd Annual Travel and Tourism Research Association International Conference, Victoria, Canada, 14.06.2022.

Eichelberger, S., Peters, M., Pikkemaat, B. (2021). Innovation In Community-Model Destinations After COVID-19: First Empirical Insights. CAUTHE 2021 conference, Transformations in Uncertain Times: Future Perfect in Tourism, Hospitality and Events, ONLINE, 10.02.2021.

Pikkemaat, B., Bichler, B. Peters, M. (2019). Service quality in restaurants: which factors determine customer experiences? Consumer Behavior in Tourism Symposium 2019 (CBTS 2019), Bruneck, 12.12.2019.

Bichler, B., Pikkemaat, B. (2019). Product innovations in urban tourism: The case of Innsbruck. AIRTH Conference: Innovation and Entrepreneurship for Sustainable Success, Innsbruck, Austria, 12–14 September.

- Petry, T., Pikkemaat, B., Scholl-Grisseemann, U. (2019). Capitalizing on VFR travel: A New Source of Innovation for DMOs. ttra Conference European Chapter, Tourism in the Era of Connectivity, Bournemouth, April 8-10.
- Bichler, B., Botschen, G., Peters, M., Pikkemaat, B. (2018). The role of attention: An empirical study of service processes in the gastronomy sector. 8th International Conference on Tourism Management, EIASM, Prague, September 20-21.
- Petry, T., Pikkemaat, B., Grisseemann-Scholl, U. (2018). Students as gatekeepers in VFR travel: an innovative opportunity for DMOs? ATLAS Annual Conference: Destination Dynamics, Copenhagen, September 26-28.
- Petry, T., Pikkemaat, B. (2018). Recognition of tourism trends as stimuli for innovation activities in small and medium sized hotels. ttra Conference European Chapter, Ljubljana, April 24-26.
- Pikkemaat, B., Peters, M. (2017). Digitale Vernetzung versus analoge Entschleunigung? 21. Kolloquium der Deutschen Gesellschaft für Tourismuswissenschaft, Insel Mainau, November 9-11.
- Pikkemaat, B., Peters, M., Tschol, C. (2015). Stellenwert und Nutzung sozialer Netzwerke in einer alpinen Destination aus Unternehmer- und Gästesicht. 19. Kolloquium der Deutschen Gesellschaft für Tourismuswissenschaft, Kempten, November, 12.-14.
- Pikkemaat, B., Peters, M., Frueh, A. (2015). Gaps between Customer's Perception of Innovation and Supply Oriented Perception of Innovation in Tourism Destinations: An Alpine Case Study. Travel and Tourism Association (ttra), Meeting of the European Chapter, April 22-24.
- Pikkemaat, B., Peters, M. (2014). Barriers of Succession Planning and Management in the Hotel Industry. Global Tourism & Hospitality Conference and Asia Tourism forum, Hongkong, May 18-20.
- Pikkemaat, B., Peters, M., (2013). Destination innovativeness: a question of entrepreneurship and tourism policy? ttra Europe Chapter, New Directions: Travel and Tourism at the Crossroads, Dublin, April 17-19.
- Pikkemaat, B., Peters, M. (2012). Innovationsförderungen im Tourismus – Herausforderungen für die Politik. 16. Kolloquium der Deutschen Gesellschaft für Tourismuswissenschaft, November 29 – Dezember 1.
- Grisseemann, U., Pikkemaat, B. (2009). Assessing factors influencing Austria's image as a tourist destination in China. Consumer Behavior in Tourism, Bruneck, December 16-17.
- Pikkemaat, B. (2008). Innovation in small and medium sized tourism enterprises: a review of the literature and an agenda for research. ttra Europe Chapter, Competition in Tourism: Business and Destinations Perspectives, Helsinki, April 23-25.
- Weiermair K., Pikkemaat, B. (2006). Networked Destination Innovativeness – First results from an empirical study in Austria. Second International Conference on Tourism Economics, Palma de Majorca, May 18-20.
- Pikkemaat, B (2006). New Quality Services for the Travel Industry: The case of Health and Tourism. Destination Rejuvenation Strategies: The Potential Future for new Tourism Products/Services or Experiences, Mahidol University International College (MUIC), Salaya, Nakhonpathom (Thailand) March, 2-3.

- Pikkemaat, B., Peters, M., Stadlmann, G. (2005). Cultural Attractions as a Source of Innovation in Alpine Cities. Tourism, creativity and development, University of Barcelona, November, 2-4.
- Fuchs, M., Pikkemaat, B. (2004). Destination Image Analysis – A Cross-Cultural Segmentation Approach. State of the Art - Conference, University of Strathclyde, Glasgow, June.
- Pikkemaat, B., Peters, M. (2003). The experience of cities: On perception of cities' attraction points. TTRA Conference "Urban Tourism – mapping the future" (212-222), Glasgow, September, 26-28.
- Peters, M., Pikkemaat, B. (2002), Sustainable Management of City Events: The case of Bergsilvester in Innsbruck, Austria. ATLAS International Conference: Visions of Sustainability, Estoril, November, 14-16.
- Mäser B. (1997). Information and travel decision making. PhD-Workshop: The battle for the tourist, Tourist Research Center, Eindhoven, Holland, June.
- Weiermair, K., Kneisl, P., Mäser, B¹. (1996). On the changing role of tourism behavior, III Convegno Internazionale sul Turismo Mediterraneo 'IL VIAGGIO - Dal Grand Tour al turismo post-industriale', Roma/Italia, December, 5-6.

Special Issue Editor

- Peters, M. & Pikkemaat, B. (2005). Journal of Quality Assurance in Hospitality and Tourism, Vol. 6 (3/4), Special Issue: Innovation and Product Development in Tourism.
- Peters, M., Pikkemaat, B. & Chan, C.-S. (2019). Sustainability. Special Issue: Stakeholder Management in Tourism Destinations.

Editorships

- Kronenberg C, Müller S, Peters M, Pikkemaat B & Weiermair K (2008). Change management in tourism. Erich Schmidt Publisher: Berlin.
- Pikkemaat B, Weiermair K & Peters M (2006). Innovations in tourism. Erich Schmidt Publisher: Berlin.
- Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B. & Fuchs, M. (2005). Success through innovation. Gabler: Wiesbaden.
- Weiermair, K. & Pikkemaat, B. (2004). Quality mark in tourism. Erich Schmidt Publisher: Berlin.
- Fuchs M, Peters M, Pikkemaat B & Reiger E (1999). Tourism in the Alps - international contributions from research and practice. Studia University Press: Innsbruck.

Monographs

- Gohm. H. & Pikkemaat, B. (2016). Successful in the Alps. Studia Publisher: Innsbruck.
- Pikkemaat, B. (2002). Information behavior in complex decision-making situations - represented by the travel decision. Peter Lang: Frankfurt.

¹ Mäser ist he birth name of Pikkemaat.

Current knowledge transfer/guest lectures (since 2016)

November 2021	Overview and results of current COVID-19 studies in tourism, ICRET annual conference, Malles in South Tyrol, November 9th, 2021.
June 2021	Quality of life in Tyrol 2021, Advisory Board meeting of Lebensraum Holding, State of Tyrol, June 2nd, 2021.
October 2020	Measurement of the quality of life in Tyrol - Results of a project by the Tourism Research Center. Attractive working space in Tyrol, Innsbruck, Online, October 5th, 2020.
October 2020	Innovations in alpine destinations, IONICA Mobility Forum, Zell am See, October 21, 2020.
November 2019	Sustainable mobility for tourists: implications for locals. EUniverCities Network, Malaga 20.11.2019.
November 2019	Innovation and Sustainable Tourism in the European Alps. Chinese University of Hong Kong, Hong Kong, 05.11.2019.
October 2019	KMUT - Project overview 2019. Annual conference of the International Center for Research and Education in Tourism (ICRET), Pertisau.
September 2019	Tourism: Faster, further, higher? 4th Seefeld Tourism Talks, Seefeld, September 19, 2019.
March 2019	We combine science and practice. Presentation of the activities of the Institute for Strategic Management, Marketing and Tourism based on current research projects and training programs. Employer branding and changing values, Club Tourismus annual conference in Innsbruck, March 27, 2019.
November 2018	Tourism, region and quality of life - Qualitative insights into the Wilder Kaiser region, Tourismusverband Wilder Kaiser, Ellmau, November 21, 2018
February 2018	Tourism 2025: Remains everything different? – Results from a research project in Austria, guest lecture, Chinese University of Hong Kong, Department of Geography and Resource Management, February 1, 2018.
January 2018	Innovation in Tourism, Chinese University of Hong Kong, Guest lecture, Chinese University of Hong Kong, Department of Geography and Resource Management, 30.1.2018.
January 2018	How does tourism influence the quality of life in Tyrol? – The development of a measurement index. Tirol Tourism Board, Innsbruck, Austria, January 26, 2018.
July 2017	Mindfulness Index - Results of a Mystery Check Survey, Tyrol Chamber of Commerce, Innsbruck, Austria, July 6, 2017.
November 2016	Successful in the Alps - encountering change in the Alpine region in an entrepreneurial manner, PH Tirol, annual conference of Austrian teachers of tourism schools, Villa Blanka, Innsbruck, Austria. 11/23/2016.

Ongoing scientific reviewer for academic journals , e.g.:

Tourism Management; Tourism Analysis; Journal of Travel and Tourism Research; Annals of Tourism Research; Journal of Travel Research; Journal of Hospitality and Tourism Research; Journal of Travel and Tourism Marketing; Journal of Quality Assurance in Hospitality and Tourism; Journal of Vacation Marketing; International Journal of Culture, Tourism and Hospitality Research; Journal of Family Business Strategy; Cornell Hospitality Quarterly; Resources, Conservation and Recycling; International Journal of Culture, Tourism, and Hospitality Research;

Current research projects (since 2010, more information on request)

2023-2024	Tourism jobs - a discontinued model? Tourism Research Centre, Land Tirol.
2023-2026	European Tourism Sustainability Monitoring 2030. Single Market Program, COSME EISMEA.
2022	Current analysis of the personnel situation in the hotel industry in the Innsbruck area. Innsbruck Tourism Board, Innsbruck.
2022	The development of a regional index using the example of the Pitztal. Tourism Board Pitztal.
2021-2022	Measurement of the quality of life in Tyrol. Lebensraum Tirol Holding GmbH, Land Tirol.
2020-2021	Analysis of the communication between Innsbruck Tourism and its regions. Innsbruck Tourism Board, Innsbruck.
2021-2022	Mountain Christmas - Perception of the Christmas markets in Innsbruck and derivation of implications for action. Study on behalf of the Innsbruck Tourism Board, Innsbruck.
2020 -2021	VFR tourism – the role of the host and cultural differences, Chinese University of Hongkong.
2019 -2021	Potential of small ski resorts in Tyrol, Tourism Research Centre, Land Tirol.
2019-2020	New Year's Eve in Innsbruck - a market research study. Study on behalf of the Innsbruck Tourism Board, Innsbruck.
2020	Indian film tourism and its implications for the location of Innsbruck and Tyrol, Innsbruck Tourism Board, Innsbruck.
2019 -2020	Values of the elder generation Y – a new market for family run hotels in Tyrol, Tourism Research Centre, Land Tirol.
2019	Behaviour of Bus tourists in Innsbruck, Tourism Board Innsbruck, Innsbruck.
2018-2019	Determinants of establishing and maintaining inter-organizational relationships in the tourism industry – a SME perspective, OeAD Programm WZT mit University of Poznan, Polen.
2018-2019	Tourism trends as stimuli for the degree of innovation in small and medium sized hotels, OeAD Programm WZT mit University of Ljubljana, Slowenien.
2018	Development of a Life Quality Index, Tourism Research Centre, Land Tirol.
2017-2018	Potential of visiting friends and relatives tourism, Tourism Board Innsbruck, Innsbruck.

2017-2018	Service attitude in gastronomy, Economic Chamber of Commerce Tyrol, Innsbruck.
2017	Tourism 2025 - The future of tourism in Austria, Federal Ministry of Science, Research and Economy, Vienna.
2017-2018	Mindfulness Index in Gastronomy – Mystery Check Analysis. Study on behalf of the Tyrol Chamber of Commerce, Innsbruck.
2017	Tourism 2025 – Will everything else remain? Federal Ministry of Economics, Research and Science, Vienna.
2017	e Tourism Vorarlberg, hotel industry and gastronomy, Pinn project of SOWI Holding on behalf of the Vorarlberg Chamber of Commerce
2015-2016	Business travel tourism in Tyrol - analysis, potential and recommendations for action. Study on behalf of the Tirol Tourism Board, Innsbruck.
2014-2015	Landscape and Recreational Value. Study on behalf of TIWAG, Innsbruck.
2014 -2015	Successful in the Alps: Strategies and Perspectives, Book Project http://www.alpine-future.com
2014	Nation Branding Austria – Who builds the bridge? Study on behalf of the Austrian Chamber of Commerce, Tourism and Leisure Section, Vienna.
2013	Networking potential in tourism: How can the sectors successfully network with each other and create a symbiosis? Analysis and recommendations for action based on the tourism-intensive region of Tyrol. Study on behalf of the Austrian Chamber of Commerce, Tourism and Leisure Section, Vienna.
2012	What comes after us? corporate provision in tourism. A guide. Study on behalf of the Austrian Chamber of Notaries, Vienna
2011-2012	From idea to innovation: a guide for SMEs in tourism. Study on behalf of the Standortagentur Tirol, Innsbruck.
2011	Succession Planning and Successor in Austria's tourism industry. Austrian Chamber for Notaries, Vienna, Austria.
2010-2011	The Alps: Chances for a new exhibition concept in the Alps. Tirolwerbung, Innsbruck.

Teaching Experiences

2016 - ongoing	University of Innsbruck: Basics and advanced courses as part of the diploma course/bachelor's and master's course in economics: PS service management, PS development of sustainable tourist attractions, PS strategy and marketing, PS development and design of service companies, PS service design and management of customer relationships, diploma student working group, SE seminar with bachelor thesis Courses as part of the master's program in sustainable regional and destination development: VU Strategic Destination Development, VU Applied Product Development.
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2019/2020	The Chinese University of Hong Kong – Master Social Science in Sustainable Tourism: Seminar Innovation and Sustainable Tourism in the European Alps
2018/2019	The Chinese University of Hong Kong – Master Social Science in Sustainable Tourism: Seminar Tourism 2025 – Remains everything different
2019	Tourism seminar, Young Science Ambassador, BHAS and BHAK Vienna 10, Vienna.
2018-2021	Vienna University of Applied Sciences - Master's degree in Leadership in Tourism: Innovation in Tourism
2015/2016	University of Education Tyrol – Specialist sciences specialization in tourism: Innovation in tourism
2014-2018	Vienna University of Applied Sciences - Master's degree in leadership in tourism: product development and innovation in tourism
2014	Workshop on business succession, Tourismusakademie Kleinwalsertal
2011	Management Center Innsbruck – course in tourism management and leisure: product development and innovation in tourism
2011-2015	Management Center Innsbruck, Master Entrepreneurship and Tourism: Product development and innovation.
2008/2009	ERASMUS, University of Lapland, Rovaniemi, Master Tourism Management: Innovation and Product Development in Tourism
2007	innovation workshop, further training program of the Lower Austrian Advertising, Vienna.
2006	innovation workshop, advanced training seminars in the Alpine region of Bludenz, Bludenz, Austria.
2001-2002	Management Center Innsbruck, Master's degree in Entrepreneurship & Tourism: Service Quality in Tourism.
1998-1999	International Management Center Krems, Master Tourism and Leisure Management, Marketing Tourism Destinations, Austria.
1997	Leadership and Strategies in Tourism. ibis, advanced training seminar for women, Landeck, Austria.
1997-2008	University of Innsbruck, Institute for Service Management and Tourism, diverse courses in diploma studies in the field of Service production and logistics, service management, market research and marketing, quality of service, development of attractions in tourism, human resource management, quality management in tourism, consumer behavior in tourism, innovation and product development, tourism development and planning.

Supervision of Theses

Number of master's theses supervised: 15 (University of Innsbruck), 10 (Vienna University of Applied Sciences), 14 (Management Center Innsbruck)

Number of theses supervised: 62 (University of Innsbruck), 4 (Vienna University of Applied Sciences)

Awards for supervised theses:

1st prize itb - DGT Science Prize for Mirjam Mischi's master's thesis in the category overall best young talent award (March 2023) <https://www.uibk.ac.at/de/newsroom/2023/preis-fur-tourismuswissenschaft-gewonnen/>

1st prize itb - DGT Science Prize for Stefanie Essl's master's thesis in the category sustainability (March 2019) <http://typo3.wwl-web.de/awards/dgt-itb-wissenschaftspreis-2019/>

1st prize Tourissimus, Austrian Tourism Research Award for the best scientific training institution (April 2019) <https://www.uibk.ac.at/smt/kmu-tourismus/news/2019/tourissimus-2019.html>