




**Mike  
Peters**

Date of birth: 9 Mar 1966


Nationality: German

Gender: Male

## CONTACT

 University of Innsbruck, SME & Tourism at the Department of Strategic, Management, Marketing and Tourism  
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## WORK EXPERIENCE

**1 MAY 2015 – CURRENT** – Innsbruck, Austria

**Full Professor SME & Tourism at the Department of Strategic, Management, Marketing and Tourism**  
Universität Innsbruck

**1 SEP 2011 – 30 APR 2015** – Innsbruck, Austria

**Senior Lecturer at the MCI Management Center Innsbruck**  
MCI Tourism

**1 JAN 2009 – 31 JUL 2009** – Hong Kong, China

**Visiting Associate Professorship at the School of Hotel and Tourism Management,**  
The Hong Kong Polytechnic University

**1 MAY 2008 – 31 MAY 2008** – Indiana, United States

**Visiting Lectureship, University of Notre Dame**  
Mendoza College of Business

**1 APR 2006 – 31 DEC 2011** – Burnaby, Canada

**Visiting Professor, School of Resource and Environmental Management**  
Simon Fraser University

**1 JAN 2005 – 31 DEC 2011** – Innsbruck, Austria

**Associate Professor at the Department of Strategic Management, Marketing and Tourism**  
Innsbruck University School of Management

Innsbruck, Austria

**Senior Researcher at the Institute of Tourism and Service Economics**  
University of Innsbruck

**1 JAN 1995 – 31 DEC 1997** – Innsbruck, Austria

**Trainee and project assistant at the Institute of Tourism and Service Economics**  
University of Innsbruck

**1 JAN 1985 – 31 DEC 1992** – Heuchelheim, Germany

**Service Restaurant**  
"Mühlengrund"



1 JAN 1990 – 31 DEC 1991 – Regensbrug, Bavaria, Germany

**Service, Restaurant and Bar**

Hemingways

1 JAN 1989 – 31 DEC 1990 – Mühldorf a. Inn, Bavaria , Germany

**Restaurant and Reception Management at the Hotel**

Altöttinger Tor

## EDUCATION AND TRAINING

1 JAN 2005 – 2 OCT 2005 – Innsbruck, Austria

**Habilitation (post-doctoral lecture qualification/tenure position) at the University of Innsbruck, School of Management.**

1 OCT 1997 – 30 JUN 2001 – Innsbruck, Austria

**Doctoral studies in Economics**

1 OCT 1990 – 30 JUN 1995 – Innsbruck, Austria

**Social Sciences Studies at the University of Innsbruck**

1 OCT 1986 – 30 JUN 1990 – Regensburg, Germany

**Social Sciences Studies at the University of Regensburg**

1 OCT 1987 – 30 JUN 1990 – Traunstein/Bayern , Germany

**Apprenticeship Training as 'Restaurantfachmann' (chef de rang)**

1 OCT 1986 – 30 JUN 1987 – Altötting/Bavaria, Germany

**Bavaria Hotelmanagement**

1 OCT 1976 – 30 JUN 1985 – Bad Bergzabern, Germany

**Secondary School/Grammar School**

1 OCT 1972 – 30 JUN 1976 – Deutschland, Germany

**Primary School**



## LANGUAGE SKILLS

**MOTHER TONGUE(S):** German

**OTHER LANGUAGE(S):**

**English**

**Listening**  
C2

**Reading**  
C2

**Spoken  
production**  
C2

**Spoken  
interaction**  
C2

**Writing**  
C2

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**French**

**Listening**  
A2

**Reading**  
A2

**Spoken  
production**  
A2

**Spoken  
interaction**  
A2

**Writing**

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## SELECTED JOURNAL PUBLICATIONS

2016 - CURRENT

- Selected journal publications [ 2016 - Current ]
- Bichler, B.F.; Kallmuenzer, A.; Peters, Mike (2020): Entrepreneurial ecosystems in hospitality: The relevance of entrepreneurs' quality of life. *Journal of Hospitality and Tourism Management* 44, 152 - 161.
- Schnitzer, M; Kössler, C; Schlemmer, P; Peters, M (2021): Influence of Event and Place Image on Residents' Attitudes toward and support for Events. *Journal of Hospitality & Tourism Research* 45(7), S. 1260 - 1281.
- Mayer, Marius; Bichler, B.; 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, Sarah; Heigl, Manuela; Peters, Mike; Pikkemaat, Birgit (2021): Exploring the Role of Tourists: Responsible Behavior Triggered by the COVID-19 Pandemic. *Sustainability* 13(11), 5774.
- 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*
- Eller, R., Alford, P., Kallmünzer, A., & Peters, M. (2020). Antecedents, consequences, and challenges of small and medium-sized enterprise digitalization. *Journal of Business Research*, 112, 119-127
- Bichler, B. F., Kallmuenzer, A., & Peters, M. (2020). Entrepreneurial ecosystems in hospitality: The relevance of entrepreneurs' quality of life. *Journal of Hospitality and Tourism Management*, 44, 152-161.
- Lam, K. L., Chan, C. S., & Peters, M. (2020). Understanding technological contributions to accessible tourism from the perspective of destination design for visually impaired visitors in Hong Kong. *Journal of Destination Marketing & Management*, 17, 1
- Peters, M., Kallmuenzer, A., & Buhalis, D. (2019). Hospitality entrepreneurs managing quality of life and business growth. *Current Issues in Tourism*, 22(16), 2014-2033



- Kallmuenzer, A., Kraus, S., Peters, M., Steiner, J., & Cheng, C. F. (2019). Entrepreneurship in tourism firms: A mixed-methods analysis of performance driver configurations. *Tourism Management*, 74, 319-330
- Kallmuenzer, A., Peters, M., & Buhalis, D. (2019). The role of family firm image perception in host-guest value co-creation of hospitality firms. *Current Issues in Tourism*, 1-18. doi.org/ 10.1080/13683500.2019.1611746
- Pikkemaat, B., Peters, M., & Bichler, B. F. (2019). Innovation research in tourism: Research streams and actions for the future. *Journal of Hospitality and Tourism Management*, 41, 184-196
- Peters, M., Walde, J., Brustbauer, J. (2018). The influence of cognitive frames on small Business entrepreneurs' perception of risk concepts. *International Journal of Management and Enterprise Development*, 17(3), 224 - 243.
- Kallmuenzer, A., Nikolakis, W., Peters, M., Zanon, J. (2018). Trade-Offs between dimensions of sustainability: Exploratory evidence from family firms in rural tourism regions. *Journal of Sustainable Tourism*, 26(7) 1204-1221.
- Kraus, S., Kallmuenzer, A., Stieger, D., Peters, M., & Calabrò, A. (2018). Entrepreneurial paths to family firm performance. *Journal of Business Research*, 88, 382-387
- Peters, M., Kallmuenzer, A. (2018). Entrepreneurial orientation in family firms: the case of the hospitality industry. *Current Issues in Tourism* 21(1), 21-40
- Kallmuenzer, A., Strobl, A., Peters, M. (2017). Tweaking the entrepreneurial orientation-performance relationship in family firms: the effect of control mechanisms and family-related goals. *Review of Managerial Science*. first online: doi:10.1007/s118
- Karch, G.E., Peters, M. (2017). The Impact of Employee Uniforms on Job Satisfaction in the Hospitality Industry, *Journal of Hotel & Business Management*, 6(1), 1-6



## PROJECTS

- Since 2007 Risk perceptions of Entrepreneurs in Tyrol. Supported by alpS - Centre of Natural Hazard Management)
- 2008 Sustainability in Tyrol's Tourism Industry: The Status Quo, Supported by the Tirol Tourist Board
- 2008 Location Marketing for Tirol, Austria: The Role of Tourism, Economy and Education, Supported by the Tirol Tourist Board.
- 2008-2011 ClimAlpTour: Climate Change and its impact on tourism in the Alpine Space, (European Union-Alpine Space Programme Project)
- 2011-2012 Focus Group and Satisfaction Survey amongst stakeholder groups of the 1. Youth Olympics Winter Games, Innsbruck. (IOC International Olympic Committee)
- 2014-2017 EBKOM – Employer Branding als kommunikative Schnittstelle zwischen ArbeitgeberInnen und (potentiellen) ArbeitnehmerInnen (Translationale Projekte, Standortagentur Tirol)
- 2019-2021 NoLimits – Barrierefreie Angebot für Tirol – Accessible Tourism for Tyrol. Government of Tyrol, tourism research fund.
- 2018-2020 GATE. Granting Accessible Tourism for Everyone. Europäischer Fonds für regionale Entwicklung (EFRE) - European Regional Development Fund (Interegg A-I)
- 2018-2021 DTE - Digital Tourism Experts. Österreichische Forschungsförderungsgesellschaft mbH (FFG), Austrian Research Promotion Agency Innovationslehrgänge. (project leader)
- Selected Projects



## ORGANISATIONAL SKILLS

- **Conference organisation (selection)**
- **Conference Organisation, e.g.:**
- **2020 Organiser of the TTRA Europe Conference at University of Innsbruck, 28.-30. September 2020**
- **2016 Organiser of the Tourist Research Center Meeting at MCI 2015**
- **2015 Organiser of the TTRA Europe Conference at MCI Tourism, Innsbruck, 22.-24. April 2015**
- **2007 Organiser of the Alpshealthcomp Conference "Neue Produkte und Dienstleistungen im Alpinen Tourismus: die Zukunft von Wellness und Gesundheit" (New products and service in Alpine tourism: the future of wellness and health tourism"), University of**

## COMMUNICATION AND INTERPERSONAL SKILLS

- **Communication and interpersonal skills**
- **very good communications skills**
- **leadership communications skills gained through leading university department as well as several international projects**

## JOB-RELATED SKILLS

- **communication and leaderships skills**
- **Job-related skills**
- **moderation skills**
- **quantitative and qualitative research methods (especially focus group moderation and interview techniques)**
- **networking and teamwork**
- **organisational development and strategic planning**
- **Coaching and employee development**



## NETWORKS AND MEMBERSHIPS

### ● Memberships

● TTRA The Travel and Tourism Research Association (see [www.ttra.com](http://www.ttra.com)), Vice-President and Board member of the TTRA Europe

● DGT Deutsche Gesellschaft für Tourismus (German Association of Tourism)

● ICRET International Center for Research and Education in Tourism (see [www.icret.com](http://www.icret.com)) (President since 2009)

● TRC Tourist Research Center, member since 2008 (see <http://trc.aiest.org>)

● AIEST Association Internationales d'Experts Scientifique du Tourisme, Switzerland ([www.aiest.org](http://www.aiest.org))