



Mike Peters

☎ (+43) 51250772450

Date of birth: 09/03/1966

Gender: Male

🌐 **Website:** <https://www.uibk.ac.at/smt/kmu-tourismus/>

🐦 **Twitter :** <https://twitter.com/tourismresearch1>

📘 **Facebook :** <https://www.facebook.com/KMUundTourismus>

📍 **Address:** University of Innsbruck - Department of Strategic Management,
Marketing and Tourism Karl-Schönherr-Strasse 3, 6020 Innsbruck (Austria)

WORK EXPERIENCE

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

University of Innsbruck [01/05/2015 – Current]

Address: Innsbruck (Austria)

Senior Lecturer at the MCI Management Center Innsbruck

MCI Tourism [01/09/2011 – 30/04/2015]

Address: Innsbruck (Austria)

Visiting Associate Professorship at the School of Hotel and Tourism Management,

The Hong Kong Polytechnic University [01/01/2009 – 31/07/2009]

Address: Hong Kong (China)

Visiting Lectureship, University of Notre Dame

Mendoza College of Business [01/05/2008 – 31/05/2008]

Address: Indiana

Visiting Professor, School of Resource and Environmental Management

Simon Fraser University [01/04/2006 – 31/07/2006]

Address: Burnaby (Canada)

Associate Professor at the Department of Strategic Management, Marketing and Tourism

Innsbruck University School of Management [01/01/2005 – 31/12/2011]

Address: Innsbruck (Austria)

Senior Researcher at the Institute of Tourism and Service Economics

University of Innsbruck [01/01/1997 – Current]

Address: Innsbruck (Austria)

**Trainee and project assistant at the Institute of Tourism and Service Economics
University of Innsbruck** [01/01/1995 – 31/12/1997]

Address: Innsbruck (Austria)

Service Restaurant

“Mühlengrund” [01/01/1985 – 31/12/1992]

Address: Heuchelheim (Germany)

Service, Restaurant and Bar

Hemingways [01/01/1990 – 31/12/1991]

Address: Regensburg, Bavaria (Germany)

Restaurant and Reception Management at the Hotel

Altöttinger Tor [01/01/1989 – 31/12/1990]

Address: Mühldorf a. Inn, Bavaria (Germany)

EDUCATION AND TRAINING

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

[01/10/2005 – 02/10/2005]

Address: Innsbruck (Austria)

Doctoral studies in Economics

[01/10/1997 – 30/06/2001]

Address: Innsbruck (Austria)

Social Sciences Studies at the University of Innsbruck

[01/10/1990 – 30/06/1995]

Address: Innsbruck (Austria)

Social Sciences Studies at the University of Regensburg

[01/10/1986 – 30/06/1990]

Address: Regensburg (Germany)

Apprenticeship Training as ‘Restaurantfachmann’ (chef de rang)

[01/10/1987 – 30/06/1990]

Address: Traunstein/Bayern (Germany)

Bavaria Hotelmanagement

[01/10/1986 – 30/06/1987]

Address: Altötting/Bavaria (Germany)

Secondary School/Grammar School

[01/10/1976 – 30/06/1985]

Address: Bad Bergzabern (Germany)

Primary School

[01/10/1972 – 30/06/1976]

Address: Germany (Germany)

LANGUAGE SKILLS

Mother tongue(s):

German

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

NETWORKS AND MEMBERSHIPS

Memberships

Aiest Association Internationales d'Experts Scientifique du Tourisme, Switzerland (www.aiest.org)

DGT Deutsche Gesellschaft für Tourismus (German Association of Tourism)

ICRET International Center for Research and Education in Tourism (see www.icret.com) (President since 2009)

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

TTRA The Travel and Tourism Research Association (see www.ttra.com), Vice-President and Board member of the TTRA Europe

PROJECTS

Selected Projects

2018-2021 DTE - Digital Tourism Experts. Österreichische Forschungsförderungsgesellschaft mbH (FFG), Austrian Research Promotion Agency Innovationslehrgänge. (project leader)

2018-2020 GATE. Granting Accessible Tourism for Everyone. Europäischer Fonds für regionale Entwicklung (EFRE) - European Regional Development Fund (Interregg A-I)

2019-2021 NoLimits – Barrierefreie Angebot für Tirol – Accessible Tourism for Tyrol. Government of Tyrol, tourism research fund.

2014-2017 EBKOM – Employer Branding als kommunikative Schnittstelle zwischen ArbeitgeberInnen und (potentiellen) ArbeitnehmerInnen (Translationale Projekte, Standortagentur Tirol)

2011-2012 Focus Group and Satisfaction Survey amongst stakeholdergroups of the 1. Youth Olympics Winter Games, Innsbruck. (IOC International Olympic Committee).

2008-2011 ClimAlpTour: Climate Change and its impact on tourism in the Alpine Space, (European Union- Alpine Space Programme Project).

2008 Location Marketing for Tirol, Austria: The Role of Tourism, Economy and Education, Supported by the Tirol Tourist Board.

2008 Sustainability in Tyrol's Tourism Industry: The Status Quo, Supported by the Tirol Tourist Board

Since 2007 Risk perceptions of Entrepreneurs in Tyrol. Supported by alpS - Centre of Natural Hazard Management).

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 Alpenen Tourismus: die Zukunft von Wellness und Gesundheit" (New products and service in Alpine tourism: the future of wellness and health tourism"), University of Innsbruck, 8-9th November 2007.

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

Job-related skills

communication and leaderships skills

Coaching and employee development

organisational development and strategic planning

networking and teamwork

quantitative and qualitative research methods (especially focus group moderation and interview-techniques)

moderation skills

SELECTED JOURNAL PUBLICATIONS

Selected journal publications

[2016 – Current]

- 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.
- 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, 100434.
- 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/s11846-017-0231-6.
- 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.