

Curriculum Vitae

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
Address: Sonnenstrasse 2f, A-6020 Innsbruck
e-mail: birgit.pikkemaat@uibk.ac.at
Command of Languages: Fluency in German and English
Position: Assistant Professor at the Department of Strategic Management,
Marketing and Tourism, University of Innsbruck, Austria
Office Address: Universitätsstrasse 15, A-6020 Innsbruck

Education and Schooling

1974-1978 Primary School, Dornbirn, Austria
1978-1986 Grammar School, Dornbirn, Austria
1986-1987 Law Studies at the University of Innsbruck, Austria
1988-1992 Social Sciences Studies at the University of Innsbruck, Austria
Finalized 1992 as Mag. Rer. Soc. Oec.
1996-2000 Ph.D. Studies in Economics, University of Innsbruck
Finalized 2000 with distinction as Dr. Rer. Soc. Oec.
2007 Assistant Professor

Professional Experience

1987 Trainee Raiffeisenbank Dornbirn, Austria.
1988 Trainee Steuerberater Schertler, Schwarzach, Austria.
1989 Trainee Bregenzer Festspiele GmbH, Austria.

1990	Trainee Bregenzer Festspiele GmbH, Austria.
1991	Trainee Hotel Mercure, Bregenz, Austria.
1992	Service in Restaurant Bell, Feldkirch, Austria.
1993-1996	Trainee and Project assistant at the Institute of Tourism and Service Economics, University of Innsbruck, Austria.

Membership of Professional Bodies

DGT	Deutsche Gesellschaft für Tourismus (http://www.dgt.de/)
AIEST	Association Internationale d' Expertes Scientifiques du Tourisme (http://www.aiest.org/org/idt/idt_aiest.nsf/)
SIG ATLAS	ATLAS Cultural Tourism Research Project (http://www.tram-research.com/atlas/presentation.htm)
ÖGAF	Österreichische Gesellschaft für angewandte Forschung in der Tourismus und Freizeitwirtschaft (http://tourism.wu-wien.ac.at/oegaf/index.html)

Teaching Experience

Since 1995	<i>Department of Strategic Management, Marketing and Tourism, University of Innsbruck</i> Bachelor and Master courses in <ul style="list-style-type: none"> - service production and service logistics - service management - market research and marketing in tourism - service quality and quality management in tourism - consumer behaviour and trends in tourism - destination management - tourism planning - innovation and product development (in tourism)
1997	Development of leadership and strategies in tourism. Programme: <i>ibis, executive development programme for women</i> , Landeck, Austria.
1998-1999	<i>International Management Center Krems, Austria.</i> Programme: Tourism and Leisure Management/ Tourismus und Freizeitwirtschaft.Seminar on “Marketing Tourism Destinations”.
2001-2002	<i>Management Center Innsbruck, Austria.</i> Programme: Seminar on “Service Quality in Tourism”.
2006	<i>Innovation in Tourismus, Executive Development Course, Alpenregion Bludenz, Bludenz, Austria.</i>

- 2007 *Innovation and Product Development in Tourism*, Executive Development Course, Niederösterreich Werbung, Vienna, Austria.
- 2008 *Innovation and New Product Development in Tourism*. 21. April, Erasmus Teaching Staff Mobility Program. Rovaniemi University of Lapland, Finland.

Studies, Project and Research Grants

- 1994 *Benchmarking Winter Sport Destinations*, Study supported by the Austrian National Bank Fond (ÖNB Jubiläumfondprojekt Nr.) (together with Weiermair, K., Langer, G., Auer, W. Cammerlander, H.P., Reiger, M., Rädler, M.)
- Tourism Development of Zell. a. Ziller, Austria*. Study supported by the Tourism Destination Organisation Zell a. Ziller, Austria.
- 1995 *Service Quality in St. Anton a. Arlberg, Austria*. Study supported by the Tourism Destination Organisation St. Anton a. Arlberg, Austria.
- Italy's competitiveness in comparison to other Mediterranean countries*. Study in cooperation with ECONSTAT, Bologna, Italy. Study supported by the Italian Ministry.
- 1996 *Information behaviour and travel decision making*. Study supported by the Austrian Ministry of Economics (together with Weiermair, K.).
- 1997 *Market Research about local's attitude towards tourism*. Study supported by the Tourism Destination Organisation St. Anton a. Arlberg, Austria.
- Trends and Tendencies in Tourism*. Study supported by Voest, Linz, Austria. (together with Weiermair, K., Peters, M., Fuchs, M.)
- 1998 *Leisure behaviour of Locals in Innsbruck, Austria*. Study supported by the Department of Economics and Tourism of the City of Innsbruck, Austria.
- 1999 *Information behaviour in tourist's travel decision making*. Study supported by the University of Innsbruck, Austria.
- 2000 *Tyrolean Hospitality*. Study supported by the Tyrolean Tourism Board, Austria.
- 2003 *Image Analysis of Innsbruck*. Study with students at the University of Innsbruck.

- Image Analysis of Poland and Austria: A country comparison.* Study in cooperation with Poznan University, Poland. Study supported by the ÖAD, Wien.
- 2004 *The measurement of innovation in alpine tourism destinations – a pilot project.* Study supported by the Austrian National Bank Fond (ÖNB Jubiläumsfondprojekt Nr. 10078) (together with Weiermair, K., Walder, B., Müller, S.)
- 2005 *Cultural attractions in Austria.* Study in cooperation with ATLAS, Special Interest Group Cultural Tourism.
- 2006 *Cultural tourism in Austria.* Study in cooperation with ATLAS, Special Interest Group Cultural Tourism.
- Evaluation of quality attributes in tourism – a qualitative survey of Austrian and Polish students.* Study in cooperation with Poznan University, Poland. Study supported by the ÖAD, Wien.
- Quality management in the Kurhotel Vollererhof, Salzburg.* Study with students at the University of Innsbruck.
- 2007-2008 *Destination rejuvenation strategies,* Study in cooperation with the Universidad des Iles Baleares, Palma, Mallorca. Study supported by the WTZ programme of ÖAD, Wien.
- 2007 *Development of sustainable tourism attractions in Innsbruck.* Study at the University of Innsbruck, Austria
- 2007 *Family friendly cities.* Market research study in cooperation with the City of Innsbruck.

Conference Organization Experience

- 1993 Organisation of the International Conference “*Decision Making Process and Preference Changes of Tourists – Intertemporal and Intercountry Perspectives*”, University of Innsbruck, November.
- 1998 Organisation of one Conference Day „*Marktanpassungsprobleme des Tourismus unter besonderer Berücksichtigung der Klein- und Mittelbetriebe*“ on the Conference „*Europäische Tourismus- und Freizeitkonferenz*“, St. Wolfgang, Salzburg. October.
- 2002 Co-organisation of the International Conference „*Leisure Futures*“, University of Innsbruck, Austria, April.
- 2007 Co-organisation of the International Conference „*Managing Change in Tourism*“, University of Innsbruck, Austria, November.

Further Responsibilities

- Reviewer for the
 - *Journal of Travel and Tourism Research*
 - *Annals of Tourism Research*
 - *Tourism Management*
 - *Tourism Analysis*
 - *Journal of Travel and Tourism Marketing*
 - *Journal of Quality Assurance in Hospitality and Tourism*
 - *TOURISM*

- Administrative Responsibilities at the Innsbruck University School of Management
 - *Member of the board of the faculty (February 1997- March 1999)*
 - *Member of the board of review for a postdoctoral lecture qualification in tourism economics (October 1997-November 1999)*
 - *Member of the task group “Activities of the SOWI for the opening ceremony of the new building” (June 1998-February 1999)*
 - *Member of the board of review for the professorship “Business economics with a specialization in tourism and service economics” (June 2006-Januar 2007)*

- Member of
 - *AIEST*
 - *DGT*
 - *ÖGAF*

Publications

Publications in Refereed Journals:

1. Peters, M., Pikkemaat, B., Secco, M., Boksberger, P. (2008). The staging of experiences in wine tourism. *Journal of Hospitality and Leisure Marketing* (forthcoming)
2. Pikkemaat, B. (2008). Innovation Behaviour of Small and Medium Sized Tourism Enterprises. *International Journal of Entrepreneurship and Innovation*, Vol. 9 (3) (in print)
3. Pikkemaat, B., Schuckert, M. (2007). Critical Success Factors of Theme Parks – An exploration study. *Tourism: An International Interdisciplinary Journal*, Vol. 55 (2), 197-208.
4. 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.
5. 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.
6. Peters, M., Pikkemaat, B. (2005). The Management of City Events - The Case of ‘Bergsilvester’ in Innsbruck, Austria. *Event Management*, Vol. 9, 147-153.
7. 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.
8. Pikkemaat, B. (2004). The Measurement of Destination Image: The case of Austria. *The Poznan University of Economics Review*, Vol. 4 (1), 87-102.

9. 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.
10. 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.
11. 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.

Books and Book Contributions:

12. 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.
13. 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.), *Erlebnisinszenierung im Tourismus* (81-96), Erich Schmidt Verlag: Berlin.
14. 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.
15. 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.
16. Pikkemaat, B., Weiermair, K. (2006). Wellness als Megatrend? In Krczal, A., Weiermair, K. (eds.), *Wellness und Produktentwicklung*, (13-24), Erich Schmidt Verlag: Berlin.
17. 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.
18. Pikkemaat, B., Weiermair, K. Peters, M. (eds.) (2006). *Innovationen im Tourismus*, Erich Schmidt Verlag: Berlin.
19. Peters, M., Pikkemaat, B. (eds.) (2005). *Journal of Quality Assurance in Hospitality and Tourism*, Special Issue "Innovation and Product Development in Tourism".
20. Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds). (2005). *Erfolg durch Innovation*, Gabler: Wiesbaden.
21. 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.
22. 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.
23. Weiermair, K., Pikkemaat, B. (eds.) (2004). *Qualitätszeichen im Tourismus*, Erich Schmidt Verlag: Berlin.

24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. Pikkemaat, B. (2002). *Informationsverhalten bei komplexen Entscheidungssituationen – dargestellt anhand der Reiseentscheidung*. Peter Lang: Frankfurt.
30. 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.
31. Fuchs, M., Peters, M., Pikkemaat, B., Reiger, E. (eds.) (1999). *Tourismus in den Alpen – Internationale Beiträge aus Forschung und Praxis*, Studia Universitätsverlag: Innsbruck.

Contributed and refereed Papers to Conferences:

32. Pikkemaat, B. (2008). Innovation in small and medium sized tourism enterprises: A review of the literature and an agenda for research. In Lindroth, K. (ed.), *Competition in Tourism: Business and Destination Perspectives* (1-12), Proceedings of the ttra Europe 2008 Annual conference in Helsinki, April 23-25.
33. Pikkemaat, B. (2007). The scope for innovation research in tourism. *1st Conference of the International Association for Tourism Economics*, 25-27 Oktober, Universidad des Iles Baleares, Palma de Mallorca, Spain.
34. Pikkemaat, B. (2007), Innovationen im Tourismus – empirische Befunde aus Österreich. *Alpshealthcomp: Neue Produkte und Dienstleistungen im Alpinen Tourismus: Die Zukunft von Wellness und Gesundheit*, 8.-9. November 2007, ICRET, Universität Innsbruck.
35. Pikkemaat, B., Schuckert, M., Peters, M., Fuhrmann, M. (2007). Die Steigerung des Markenbewusstseins durch Brand Lands. *11. Kolloquium der Deutschen Gesellschaft für Tourismus: Profilbildung und Branding*, Lüneburg. 30.11.-1.12.2007.
36. 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, 18 -20 May.
37. Pikkemaat, B (2006). New Quality Services fort he 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) 2-3 March.
38. 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.
 39. 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.
 40. Pikkemaat, B., Peters, M., Stadlmann, G. (2005). Cultural Attractions as a Source of Innovation in Alpine Cities. *Tourism, creativity and development*, University of Barcelona, 2-4 November.
 41. Fuchs, M., Pikkemaat, B. (2004). Destination Image Analysis – A Cross-Cultural Segmentation Approach. *State of the Art - Conference*, University of Strathclyde, Glasgow, June.
 42. 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.
 43. 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.
 44. 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.
 45. 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), Aiest (Vol. 45): St. Gallen.
 46. 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.
 47. 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.
 48. 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.
 49. 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), Aiest (Vol. 41): St. Gallen.
 50. 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.
 51. Mäser B. (1997). Information and travel decision making. *PhD-Workshop: The battle for the tourist*, Tourist Research Center, Eindhoven, Holland, June.
 52. 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.

53. Weiermair, K., Kneisl, P., Mäser, B. (1996). On the changing role of tourism behavior, III Convegno Internazionale sul Turismo Mediterraneo 'IL VIAGGIO - Dal Grand Tour al turismo post-industriale', 5-6 Dicembre, Roma/Italia.
54. 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.

Further Presentations (since 2005):

- October 2007 Innovation in tourism, Keynote, Tourismus –Herausforderung – Zukunft, Conference at the Fachhochschule Salzburg, Puch/Urstein
- June 2007 Measurement and configuration of innovation in tourism, Research meeting, Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria.
- January 2007 Quality research in tourism – A qualitative analysis, Workshop: Entrepreneurship and Quality, Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria
- February 2006 Importance of quality attributes in tourism – A comparison of Polish and Austrian students, Project meeting between Austrian and Polish research teams, Department of Tourism, Poznan University of Economics, Polen
- March 2005 Services of the Center for tourism and service economics at the University of Innsbruck for the tourism industry, Workshop Transfertag Tourismus, Wien, Austria.
- April 2008 Sinn und Unsinn von Tourismuslehre und –forschung. uni.com. Vortrag im Rahmen der Kooperation von VHS und Universität Innsbruck, Universität Innsbruck, Austria.
- April 2008 Kundenbindung durch Innovation im Tourismus, Euromobil Zwischenberichtstag, Universität Innsbruck.

Office:

*Department of Strategic Management, Marketing and Tourism
Tourism and Service Economics
University of Innsbruck
Universitätsstrasse 15
A-6020 Innsbruck
phone: +43 (0)512 507 7086
fax: +43 (0)512 507 2845*