

# Curriculum Vitae

Mike Peters



## *Personal Details:*

Date and Place of Birth: 9<sup>th</sup> March 1966 in Landau/Pfalz, Germany  
Married, one daughter

Nationality: German

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Command of Languages: Fluency in German, English, Basics in French

Position: Associate Professor at the *Department of Strategic Management, Marketing and Tourism*, School of Management, University of Innsbruck, Austria  
Currently Visiting Assoc. Professor at the *School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong*

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## *Education and Schooling:*

1972-1976 Primary School, Ingenheim, Germany.

1976-1985 Secondary School/Grammar School, Bad Bergzabern, Germany.

1986-1987 Bavaria Hotelmanagement School in Altötting/Bavaria, Germany.

1987-1990 Apprenticeship Training as 'Restaurantfachmann' (*chef de rang*)  
Final exam at the Bavarian Industrie und Handelskammer (Chamber).

1989-1990 Social Sciences Studies at the University of Regensburg, Germany.

1990-1995 Social Sciences Studies at the University of Innsbruck, Austria.  
Finalised 1995 as *Mag. Rer. Soc. Oec.* (average grade of 1.7)

1997-2001 Doctoral studies in Economics University of Innsbruck.  
Finalised 2001 with distinction as *Dr. Mag. Rer. Soc. Oec.*

2005 Habilitation (post-doctoral lecture qualification/tenure position) at the Innsbruck University School of Economics.

**Professional Experience:**

- 1989-1990 Restaurant and Reception Management at the Hotel „Altöttinger Tor“, Mühldorf a. Inn, Bavaria. Germany.
- 1990-1991 Service in Restaurant and Bar, Restaurant „Hemingways“, Regensburg, Bavaria, Germany.
- 1985-1992 Service in Restaurant “Mühlengrund“, Heuchelheim (part-time)
- 1995-1997 Trainee and project assistant at the Institute of Tourism and Service Economics, University of Innsbruck.
- Since 1997 Senior Researcher at the Institute of Tourism and Service Economics, University of Innsbruck.
- Since 2005 Associate Professor at the Department of Strategic Management, Marketing and Tourism, Innsbruck University School of Management.
- 2006/04-07 Visiting Professor, School of Resource and Environmental Management, Simon Fraser University, Burnaby, Canada.
- 2008/05 Visiting Lectureship, University of Notre Dame, Mendoza College of Business, Indiana/USA
- Jan. 2009-July 2009  
Visiting Associate Professorship at the *School of Hotel and Tourism Management*, The Hong Kong Polytechnic University, Hong Kong.

**Membership of professional bodies:**

- AIEST Association Internationales d'Experts Scientifique du Tourisme, Switzerland ([www.aiest.org](http://www.aiest.org))
- DGT Deutsche Gesellschaft für Tourismus (German Association of Tourism Research, [www.dgt.de](http://www.dgt.de))
- GABEK Association for qualitative research and the organisation of knowledge, Austria ([www.gabek.com](http://www.gabek.com))
- ICRET International Center for Research and Education in Tourism (see [www.icret.com](http://www.icret.com))
- TTRA The Travel and Tourism Research Association (see [www.ttra.com](http://www.ttra.com))

**Teaching Experience:**

- Since 1996 *Department of General and Tourism Management, University of Innsbruck*, since 1995 (Seminars in the fields of Service production and service logistics; Internationalisation of Service Enterprises; Small- and Medium-Sized Enterprises in Tourism: Problems and Challenges; Entrepreneurship in Tour-

- ism; Innovation and Product Development in Tourism; The Growth of Tourism Enterprises, City Management and Marketing).
- Since 2001 *University Executive Development Programme of Tourism*, Innsbruck, Austria.
- Since 2000 Lecturer at the *Université Toulouse, Faculté des Sciences Sociales*: "The Economics of Tourism". D.E.S.S. Economie du Tourisme International.
- April 2001 *University C'a Foscari, Venedig*: Master in Economia e Gestione del Turismo Ciset - Centro Internazionale di Studi e Ricerche sull'Economia Turistica International Center of Studies on the Tourist Economy.
- Aug. 2002 *Ramkhamhaeng University, Bangkok*. Master Programme "Global Marketing".
- Dec. 2003 *Faculty of Service Industries at the Prince of Songkla University, Phuket, Thailand*. Master Programme/PhD. Programme "Small Business and Entrepreneurship".
- Feb. 2004 *Chulalongkorn University, Bangkok: Faculty of Economics*. Master of Science Programme in Environmental and -Natural Resource Economics: Development of sustainable tourism: the role of small and medium sized enterprises.
- Since 2005 FH *Joanneum Bad Gleichenberg, Programme: "Health Management in Tourism"/Gesundheitsmanagement im Tourismus*. Seminar on "Destination Management and Development"
- Nov. 2006 *Salzburg Management Business School. MBA Tourism and Leisure Management*. Course on Organizational Behaviour and Design.
- May 2007 *Management Center Innsbruck, University of Applied Sciences*. Seminar on "Product Development in Hospitality and Tourism"
- Jan. 2008 Visiting Professorship *Université Toulouse, Faculté des Sciences Sociales, Lecturer in the field of "Entrepreneurship in Services and Tourism"*

#### **Studies, Projects and Research Grants:**

- 1996 *Competitive Advantages through Service Quality. Customer and Entrepreneur survey in Tyrol and Vorarlberg*. Study supported by the Austrian Ministry of foreign affairs.
- Production and Export of Tourism Know How in Austria*, Study supported by the Austrian Ministry of foreign affairs.
- 1998 *Growth Factors for International Tourism*. Study for the Austrian Research Institute, WIFO Österreich (together with Fuchs, M.).
- Effectiveness and Efficiency of future oriented tourism policy*, Study for the Kärntner Wirtschaftsförderungs Fond (KWF), (together with Fuchs, M., Rijken, L., Auer, W. und Weiermair, K.).
- The impact of movies on tourism demand*. Study in cooperation with the University of Houston, (Hyun-jung Im, Kaye Chon).

- 1999 *Austrian Franchise-Enterprises and their Internationalisation Behaviour*, (together with Samonig, A.).  
*La perception de l'environnement et les processus de prise de decision dans la conduite de l'entreprise; A country comparison: Austria, France and Poland. A survey on small- and medium-sized tourism entrepreneurs' management*, together with the University Angers, ESTHUA.  
*Odyssey- Tele-Learning in Tourism: Systeme Pedagogique Multi-Sites, Multimedia D'Evaluation et de Developpement des Competences dans L'Industrie Du Tourisme: A EU Leonardo Project*, coordinated by the Université de la Méditerranée, Aix-en-Provence (together with K. Weiermair).
- 2000 *Simulation of internationalisation decision of SMEs in Tourism*. Study supported by the Research Funding of the Leopold-Franzens-University Innsbruck.
- 2001-2003 *SMART-UP*. Co-ordination of the EU-IST project (IST-2001-34184) dealing with e-learning module development for small and medium sized tourism enterprises in tourism.
- 2003 *Succession in Tourism Family Firms*. Empirical evidence from South Tyrol.
- 2004 *Growth barriers and motivation of small hotel enterprises in Tyrol*. A research project together with the EURAC research center in Bozen, Italy.  
*The role of spin-outs and spin-out potentials in Tyrol*. A qualitative study supported by the Zukunftsstiftung Tyrol.
- 2005 *Attitude towards risk and new ventures in universities*. Study supported by the CAST (center for academic spin-offs Tyrol).  
*The market of start-up consultants and venture subsidies*. Study supported by the CAST (center for academic spin-offs Tyrol).  
*Characteristics and Behaviour of Entrepreneurs in North Tyrol*. A quantitative study supported by the Tyrolean Government.  
*Attitudes towards Entrepreneurship: a country comparison between Austria and Poland* (together with the Department of Tourism, Poznan University of Economics, Poznan, Polen). Supported by the Austrian Exchange Service OEAD).
- Since 2006 *Alpshealthcomp*: a transnational and inter-sectoral EU Interreg IIIb project (for ICRET) (see [www.alpshealthcomp.org](http://www.alpshealthcomp.org))
- Since 2007 *Risk perceptions of Entrepreneurs in Tyrol*. Supported by alpS - Centre of Natural Hazard Management).
- 2008-2011 *ClimAlpTour: Climate Change and its impact on tourism in the Alpine Space*, European Union- Alpine Space Programme Project.

#### **Conference Organization Experience:**

- 1996 Organiser of the international conference "*Alpine Tourism: Sustainability-Reconsidered and Redesigned*" (together with Weiermair, K.), Innsbruck, May.

- 1998 Organisation of the Workshop „ Production and Management of Quality in Tourism“, Chulalongkorn University Bangkok, September (together with Weiermair, K. and Charit Tingsabadh).
- 2000 Organisation of the Workshop *“The Economics and the Management of Product Development in Tourism with Particular Reference to Small- and Medium-Sized Enterprises in Tourism”*, Chulalongkorn University, Bangkok, February (together with Weiermair, K. and Charit Tingsabadh).
- 2001 Organisation of the Workshop *“Destination Marketing and Management”*, Prince of Songkla University, Phuket Campus, Thailand, August (together with Weiermair, K., Chaisawat, M.).
- 2002 Organizer of the Asea-Uninet Conference: *“Greening of Tourism: The Measurement, Control and Management of Environmental Quality for Tourism”*, Manila, Philippines, (together with Weiermair, K., Cruz, R.) September.
- 2003 Organizer of the Asea-Uninet Conference: *“Location and attractiveness studies in tourism: supporting tools for tourism policies”*, Bangkok, Thailand, December (together with Charit Thingsabadh and Weiermair, K.).
- 2004 Organizer of the Asea-Uninet Conference: *“Co-operation and Networking and the question of public-private partnership in Tourism: Future Challenges in Asia”* at the Mahidol University International College (MUIC), Bangkok (together with MUIC), Thailand and in Hochiminh City (together with Saigontourist).
- 2006 Organiser of the Asea-Uninet Conference: *“Destination Rejuvenation Strategies: The Potential Future for new Tourism Products/Services or Experiences”* in Bangkok am Mahidol University International College und an der Prince of Songkla University, Faculty of Service Industries, Phuket, Thailand (together with Klaus Weiermair and local organisers)
- 2006 Organiser of the International Conference on *“Management of Change in Tourism: From Old to New tourism”*. 29<sup>th</sup> November - 2<sup>nd</sup> December 2006, Innsbruck, Austria.
- 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 Innsbruck, 8-9<sup>th</sup> November 2007.

***Further responsibilities:***

- Since 1999: supervision of graduate Students (~15 diploma theses per year)
- Since 2006: supervision of doctoral students
- Since 2007: Assistant Dean for the Bachelor of Management and Economics, School of Management, University of Innsbruck.

- External examiner for the Degree in Hospitality Management, and the Diploma in Hotel & Catering Management at the Dublin Institute of Technology, Faculty of Tourism and Food (2004-2006).
  
- Member of the *Editorial Board* of the *Journal of Travel and Tourism Marketing*
  
- Member of the Editorial Board of the *Tourism Review*
  
- Reviewer for the
  - *Annals of Tourism Research* (1)
  - *Journal of Mountain Science* (2)
  - *Journal of Quality Assurance in Hospitality and Tourism* (5)
  - *Journal of Travel and Tourism Marketing* (5)
  - *Tourism Analysis* (4)
  - *Tourism Management* (2)
  - *Tourism Recreation Research* (2)
  - *Journal of Management Studies* (1)
  
- Administrative Responsibilities at the Innsbruck University School of Management
  - *Member of several boards of reviews for the professorship at the University of Innsbruck: e.g. business informatics (Berufungskommission Wirtschaftsinformatik), Multicultural Brand Management, and Tourism and Service Economics.*
  - *Vice Chair of the Curricula Development Commission at the Faculty, since April 2005.*
  - *President of the Sowi-Holding and Supervisor of PINN practice oriented diploma thesis and 'Euromobil' Students enterprise projects (see [www.sowi-holding.at](http://www.sowi-holding.at)).*
  - *Since 2007 Responsible for the approval of exams for the Bachelor of Management and Economics at the University of Innsbruck (Studienbeauftragter).*

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Innsbruck, January 30 2009